



The Coin Machine Review

FEBRUARY, 1942



This Is OUR STORY



We offer to the music operators of the West the most complete line of Reconditioned Phonographs and Wall Box Equipment available anywhere. Everything has been PRICED TO CLEAR so come in and get our prices today while stocks are complete. Most certainly prices will never be lower so DON'T DELAY. Check your needs on the lists below and get in touch with us AT ONCE.

HIDE-AWAY UNITS

100 Rock-Ola PLAY MASTERS, equipped
for 30 Wire Boxes
20 PHILBIN Units
15 TWIN TWELVES in metal cabinets

5 Seeburg ROYALES with Seeburg
Adapters
5 Seeburg ROYALES with Seeburg
Remote Control Adapters

PHONOGRAPHS

20 Wurlitzer Model 412
25 Wurlitzer Model 500
10 Wurlitzer Model 600
5 Wurlitzer Model 600
with keyboard
10 Wurlitzer Model 616
5 Wurlitzer Model 700
5 Wurlitzer Model 800
1 Wurlitzer Model 850
2 Wurlitzer Model 24
7 Wurlitzer Model 61

3 Rock-Ola STANDARDS
2 Rock-Ola DE LUXE
3 Rock-Ola COUNTER
MODELS
1 Rock-Ola MASTER and
10 Rock-Ola Boxes
5 Seeburg CROWNS
3 Seeburg REGALS
2 Seeburg GEMS
3 Seeburg CLASSICS
1 Seeburg VOGUE

5 Seeburg ENVOYS with
remote control
3 Seeburg MAJORS with
remote control
2 Seeburg CONCERT
MASTERS
1 Seeburg COLONEL
3 Mills EMPRESSES
1 Mills THRONE OF
MUSIC

BARGAINS — MAKE US AN OFFER ON:

3 Keeney Twin Units with 18 Boxes
1 Seeburg ROYALE with Seeburg Adapter and 10 Seeburg Boxes
10 Wurlitzer 320 Boxes 5 Wurlitzer 332 Boxes 4 Wurlitzer 331 Boxes

BUCKLEY BOXES IN STOCK

New Buckley Boxes are carried in stock in both offices for immediate delivery. Only a limited supply will be available so anticipate your requirements now. We carry in stock 30 Wire Adapters for all makes and models of phonographs as well as 30 Wire Cable (Riptex and Shielded Single) and all accessories.

SPEAKERS

We carry at all times a complete line of auxiliary equipment including Rock-Ola Moderne Speakers, Pipe Organ, Base Reflects, and other beautifully designed cabinets and speaker units.

Come In Today!

GENERAL MUSIC COMPANY

2277 W. Pico Blvd.
LOS ANGELES

1157 Post Street
SAN FRANCISCO

12538
15

THE Coin Machine Review

FEBRUARY, 1942

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MARCH TAX CALENDAR

March 2

COUNTY TAXES. First day to make return to Assessor on real and personal property.

March 16

FEDERAL INCOME TAX. Withholding Agents. File with Collector of Internal Revenue annual return of tax to be paid at source. Tax payable on or before June 15.

FEDERAL INCOME AND EXCESS PROFITS TAX. Corporations. Last day for domestic corporations to file income and declared value excess-profits tax return; also last day for filing excess-profits tax return pursuant to Second Revenue Act of 1940, as amended. These returns for the calendar year 1941 must be filed with Collector of Internal Revenue with payment of tax in full or the first quarterly installment.

FEDERAL INCOME TAX. Citizens, Residents, Fiduciaries and Domestic Partnerships. File income tax returns for calendar year 1941 with Collector of Internal Revenue and pay tax in full, or first quarterly installment.

FEDERAL INCOME TAX. Non-resident Aliens and Non-resident Foreign Corporations. Fourth quarterly installment due to Collector of Internal Revenue.

FEDERAL GIFT TAX. File return and pay tax, and file donee's information return, with Collector of Internal Revenue if gift of more than \$4,000 was made between January 1, 1941, and December 31, 1941, to any one person. Information return may be filed in donor's collection district or with Commissioner of Internal Revenue, Washington, D. C.

March 30

FEDERAL INCOME TAX. Withholding Agents. Monthly return of tax withheld on bond interest for the preceding month to be filed with Collector of Internal Revenue.

March 31

FEDERAL TAXES ON ADVERTISEMENTS AND DUES, FACILITIES, OIL PROCESSING, SAFE DEPOSIT LEASES, ELECTRICAL ENERGY, TRANSPORTATION, SALES (INCLUDING RETAILERS' AND MANUFACTURERS' EXCISE TAXES). Taxpayers. Return and payment of tax for preceding month to the Collector of Internal Revenue.

Your February Review

reaches you in its new wartime dress. Editorial content has been digested and cut to the bone without sacrifice to value. Editorial coverage in all of our key cities remains as before, except in an abbreviated form. Meaningless publicity has been completely omitted and engravings (to help conserve metals) are used only moderately.

Your new REVIEW may not be as exciting as in years past but throughout the emergency this is ONE monthly publication that will continue to serve you month in and month out with authoritative news reports on goings-on in the industry. THE REVIEW is the ONLY monthly publication in this great industry that has been issued each month (for 9 years) without skipping a SINGLE ISSUE.

So, for the duration of the emergency, we ask your kind indulgence. As soon as readjustments are made in the industry THE REVIEW will be the first to come to you with an amplified issue covering such changes.

Paul Blackford.

Chutes Pay Treasury

WASHINGTON—Coin chutes have produced a near \$5 million to pour into what it takes to win, the U. S. Treasury has acknowledged. Source: The \$10 a year tax on pin games, the \$50 tax on slot machines effective Oct. 1. Collections through Dec. 31 totaled \$4,708,696.

With machines illegal in some states, however, the Treasury has been discreetly ignorant of "who paid" and "where." Passage of the bill by Capitol legislators brought out the old argument that it amounted to legalizing gambling; some solons suggested they might as well "go all the way and approve a national lottery."

Coinman Shrine Head

SOUTH GATE, Cal.—Robert H. Causey, sizable operator of the southeast Los Angeles district and well-known throughout the territory, has been named president of the Los Nietos Valley Shrine Club, an independent group which works under the direction of Potentate of Al Malaikah Temple C. Don Fields.

Causey, for two years marshall of Lynwood Lodge No. 600, F. and A. M., currently president of the South Gate-Walnut Park Rotary Club, and active in civic affairs,

will be aided by a group of other distinguished local business and professional men in the club's officerships.

Ownership No Crime

LOS ANGELES—Possession of slot machines is legal, insofar as the California State Supreme Court is concerned. Further, all slot machines seized by authorities for mere possession must be returned to their owners immediately. What's more, the machines can be played—unless authorities can show "the machine is actually operated as a gambling device."

This far-reaching decision was effected when the Court, at San Francisco, refused to disturb an earlier, similar ruling of the District Court of Appeal and denied without comment a petition for a hearing on the District Court's decision.

The case arose from local police seizure in 1938 of 214 slot machines stored in a warehouse by Abe Chapman. Acquitted of violating a city ordinance forbidding possession of any lottery device, Chapman was unable to get them back. Bringing suit in Superior Court he was again unsuccessful. Appealing, the District Court reversed the decision.

Location Form in Use

LOS ANGELES—One of the most comprehensive agreement forms yet prepared to deal with arrangements between operator and merchant is now in use by members of the Associated Operators of Los Angeles County.

Full outline of responsibilities for equipment, maintenance and taxability are covered in nine separate points approved by signature of both parties in the presence of a witness, and terms of the agreement are so worded as to be fair to both parties. Included are points of installation, servicing, making of electrical connections where needed, acceptance by the merchant, merchant's responsibility for safekeeping of equipment, protection of the operator's location from similar devices belonging to any competitor, responsibility for loss, division of proceeds, sharing of taxes imposed by the Federal Government.

Any operator desiring a copy of the agreement may secure it by writing the COIN MACHINE REVIEW.

On the Cover

Alice Carmichael thinks winter is the ideal time to raise goose-pimples and hies herself up to the High Sierras for a bit of skiing. Orville Logan Snider made the shot exclusively for THE REVIEW.

COIN
MACHINE
REVIEW

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FOR
FEBRUARY
1942

REMEMBER PEARL HARBOR — SEE IT THRU IN '42

SPECIAL CLOSE-OUT SALE!

IMMEDIATE DELIVERY

AUTOMATIC PAYTABLES

Grandstands	\$79.50
Thistledown	59.50
Rebuilt Sport Pages	52.50
Blue Ribbons	36.50
Rebuilt Fairgrounds	16.50
Fairgrounds	9.90
Prekness	16.50
Turf Champs	10.50
Bally's Carom	4.90
Bally's Roundup	3.90
Bally's Jumbo	

CONSOLES

Keeney's Dark Horse	\$14.50
Jen. Flat top Liberty Bell	16.50
Jen. Slant top Marble finish	38.50
Jen. Multi Racers	44.50
Exhibit Tanforan	16.50
Sugar Kings Steel Cabinet	49.50
Paces Saratoga, 1939 Model	68.50
Paces Reels, 1940 Model	89.50
Paces Saratoga, 1940 Model	89.50
Paces R'l 1941, used week	104.50
Jennings Silver Moon, used week	109.50
Bally's High Hand, used 30 days	124.50
Paces Races, Brown Cab., Ser. No. 4355	69.50

COUNTER GAMES

Mercury Cig. 1c	\$10.50
Tot Cig. 1c	9.90
Ginger Cig. 1c	7.90
Sparks Cig. 1c	8.80
Groetchen 21 Black Jack	9.90
Imps Cig. 1c	3.90
Cubs Cig. 1c	4.80
Penny Pack Cig. 1c	2.90
Reel Spot	3.90
Vest Pocket Green	26.50
Bones Dice	16.50
A. B. T. Pistol	10.00
A. B. T. Challenger	16.50

FREE PLAY GAMES

Spottem Free play	\$10.00
Bounty Free play	7.00
Chevron Free play	12.50
Variety Free play	12.50
Vogue Free play	12.50
Champion Free play	12.50

School Days Free play..... 46.50

SLOT MACHINES

5c Brown F Club Hdle Knee Action, Serial No. 442325	\$82.50
25c Brown F. Club Hdle Knee Action, Serial No. 436704	84.50
5c B. F. Light Cab., Serial Nos. 352539 to 423781	72.50
5c B. F. Dark Cab., Serial Nos. 323697 to 410014	62.50
10c B. F. Light Cab., Serial Nos. 366555 to 412297	72.50
5c Pace Mytr Payout, Dark Blue front, Serial No. FB47954M	49.50
10c Pace Mytr Payout, Dark Blue front, Serial No. FB30835M	52.50
25c Pace Mytr Payout, Dark Blue front, Serial No. FB4675G	52.50
5c Pace Comet 2-4 Payout Twin J'pot, Serial No. FS22551	24.50
10c Pace Comet 2-4 Payout Twin J'pot, Serial No. FS21176	26.50
5c Mills War Eagle Mytr Payout 3-5	52.50
5c Mills Futurity Mytr Payout	52.50
5c Mills Extraordinary Mytr Payout	52.50
5c Mills Bell Gooseneck 2-4 Payout	24.50
5c Mills O.K. M't Vdor 2-4 Escalator	22.50
5c Mills Q.T. New, Serial No. 21837	64.50
5c Mills Q.T. New, Serial No. 21836	60.00
5c Mills Q.T. Gr't, Serial No. 17034	32.50
5c Watling late Cherry Bell Top	52.50
5c Watling Rol Top Mytr Payout	48.50
5c Watling Gooseneck	18.50
5c & 10c Caille Cadet Mytr Pty't, Red	24.50
5c Pace front Vendor 2-4 Payout	22.50
5c Jen. Mint Vendor 2-4 Payout	22.50

LEGAL EQUIPMENT

Metropolitan Air Defender, used W'k	\$49.50
Evans Ten Strike	59.50
Bally Basket Ball Game	28.50
Stewart & McGuire M&S 8 col. Cig. Vendor	62.50
61 Wurlitzer Counter Model	79.50
Watling Boys' Pioneer Springless Scale, Guess your weight	44.50
View Scope	52.50
Exhibit Foot Vitalizer	56.50
Groetchen Skill Shot or Zoom	18.50
Brand new Jack-in-Box Safe	35.50

Will trade for Mills Four Bells, Late Models

Terms, One-Third Deposit, Bal. C.O.D. F.O.B. Lewiston, Idaho

A. E. CONDON SALES COMPANY

913 MAIN STREET
LEWISTON, IDAHO

TEXAS

HOUSTON (RC)—Crumpacker Distributing Corp., Columbia record distributors since Jan. 1st, officially opened its new building at Hamilton and Canal Street on Jan. 15th. The affair was marked by a two day open house party attended by a large number of operators from the South Texas area. Luncheon and refreshments were served. Columbia record department is located on the second floor and A. B. Garza is manager, with Raymond Wilson in charge of receiving and shipping.

A Harris County grand jury re-indicted J. T. Wilkes, 31 year old taxi driver, on January 7th for the murder of Walter A. Niemackl on December 13, 1939. The original indictment had but one charge, that of murder by shooting. The new indictment contains three counts: one charging murder by shooting with a gun, one charging that victim was struck with a blunt instrument, and a third that he was struck by his assailant's feet.

Niemackl was very widely known throughout State and National music operating circles. He organized the Houston Phonograph Operators Association, Inc., and as paid executive secretary was largely responsible for that group reaching a literal 100% membership and holding it for several months. Over 50 firms and individual operators embracing over 100 persons, were enrolled. The association disbanded after State Attorney General had secured a temporary injunction against its membership.

The charges mentioned in injunction were not sustained and all persons indicted were found not guilty but the association was never re-organized.

Niemackl was killed in his own cafe after a fight started when he refused to sell beer to people who, apparently in his opinion, were already intoxicated. (Texas State laws prohibit sale of beer to anyone showing reasonable signs of drunkenness.)

A two day open house party on Jan. 16th-17th by Houston branch of Commercial Music Co. marked the showing of Wurlitzer's new phonographs for South Texas operators. Operators from many points were present. Refreshments were to be had and luncheon was served twice daily for three hour periods. Branch manager Harold E. Long, assisted by Mrs. Long officiated at the showing. Later showings of the new Wurlitzers were held at San Antonio and Dallas by Commercial.

C. E. Wellhausen, formerly with Texas Novelty Co. of Beaumont, is now in business operating phonographs for himself in Beaumont.

Latest enlistments for military service from Houston coin machine industry include: J. W. McConnell, former Decca manager, in the Navy; Chester Horsman, Decca traveling representative in South Texas, Navy; Joe T. Balche, operator for Harrington Amusement Co., Army; Lester T. Hearn, operator for Standard Music Co., Army.

The operating firm of Atkins & McClure, Houston, sustained a loss of a phonograph

AUTOMATIC PHOTOGRAPHY

The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, frames and delivers a fine personal picture in only 40 seconds! Requires no attendants; very little weekly servicing. PROVEN a steady money-maker. Investigate without obligation. International Mutoscope Reel Co., Inc., 44-01 11th St., Long Island City, New York.

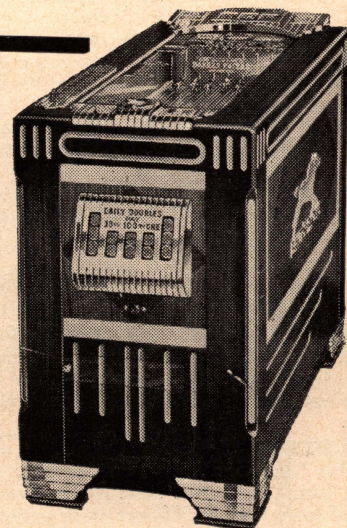
and several wall boxes when a location burned.

C. T. McKelvy, vice-president and sales director for J. P. Seeburg Corp., visited Electro Ball Co., home office in Dallas early in January to explain the new remote control Seeburg console. He was feted by Electro Ball officials and branch managers with a dinner at the Adolphus Hotel. Branch managers attending the dinner and business conference were: Anderson Sage, Houston; Jack Canipe, Memphis; Harold Thompson, San Antonio; M. Smalley, New Orleans; Tom Wolfe, Oklahoma City.

A. D. Childress, well known operator of West Columbia, died Jan. 16th after a short illness.

Eddie Lear, Seeburg sales representative and one of the most widely known and generally liked of Texas coinmen, is now in Pasadena, Calif. studying voice. Many world famous teachers have told him that he might well become as great as the greatest of singers. Electro Ball Co. in Dallas, Seeburg distributors, are backing him in preparing for what they believe will be a noted career. In a recent letter Eddie mentioned this schedule: Voice lesson every day and practice; two opera lessons every week and practice; two musicianship classes each week and practice. Last summer Lear spent his vacation visiting with Gene Autry and other Hollywood celebrities.

John G. Wright ♦



Baker's Pacers

Aristocrat of Consoles

A proven money-maker for operators who demand high-class games for consistent profits! Streamlined, modern, 1942 features, absolutely unequalled!

7-Coin Play! Equipped with Flashing Odds.

Buy With Confidence
Own With Pride

**The BAKER NOVELTY
CO., INC.**

1700 Washington Blvd., Chicago

MAC MOHR

West Coast Factory Representative
2916 W. Pico St., Los Angeles, Calif.

Defense Savings Pay-Roll Allotment Plan

Now company heads can help their country, their employees, and themselves

voluntary pay-roll allotment plan } helps workers provide for the future
 } helps build future buying power
 } helps defend America today

This is no charity plea. It is a sound business proposition that vitally concerns the present and future welfare of your company, your employees, and yourself.

During the post-war period of readjustment, you may be faced with the unpleasant necessity of turning employees out into a confused and cheerless world. But you, as an employer, can do something *now* to help shape the destinies of your people. Scores of business heads have adopted the Voluntary Pay-roll Allotment Plan as a simple and easy way for every worker in the land to start a *systematic* and *continuous* Defense Bond savings program.

Many benefits . . . present and future. It is more than a sensible step toward reducing the ranks of the post-war needy. It will help spread financial participation in National Defense among all of America's wage earners.

The widespread use of this plan will materially retard inflation. It will "store" part of our pyramiding national income that would otherwise be spent as fast as it's earned, increasing the demand for our diminishing supply of consumer goods.

And don't overlook the immediate benefit . . . money for defense materials, quickly, continuously, *willingly*.

Let's do it the American way! America's talent for working out emergency problems, democratically, is being tested today. As always, we will work it out, without pressure or coercion . . . in that old American way; each businessman strengthening his *own* house; not waiting for his neighbor to do it. That custom has, throughout history, enabled America to get things done *of its own free will*.

In emergencies, America doesn't do things "hit-or-miss." We would get there *eventually* if we just left it to everybody's whim to buy Defense Bonds when they thought of it. But we're a nation of businessmen who understand that the way to get a thing done is to *systematize* the operation. That is why so many employers are getting back of this Voluntary Savings Plan.

Like most efficient systems, it is amazingly simple. All you have to do is offer your employees the convenience of having a fixed sum allotted, from each pay envelope, to the purchase of Defense Bonds. The employer holds these funds in a separate bank account, and delivers a Bond to the employee each time his allotments accumulate to a sufficient amount.

Each employee who chooses to start this savings plan decides for himself the denomination of the Bonds to be purchased and the amount to be allotted from his wages each pay day.

How big does a company have to be? From three employees on up. Size has nothing to do with it. It works equally well in stores, schools, publishing houses, factories, or banks. This whole idea of pay-roll allotment has been evolved by businessmen in cooperation with the Treasury Department. Each organization adopts its own simple, efficient application of the idea in accordance with the needs of its own set-up.

No chore at all. The system is so simple that A. T. & T. uses exactly the same easy card system that is being used by hundreds of companies having fewer than 25 employees! It is simple enough to be handled by a check-mark on a card each pay day.

Plenty of help available. Although this is *your* plan when you put it into effect, the Treasury Department is ready and willing to give you all kinds of help. Local civilian committees in 48 States are set up to have experienced men work with you just as much as you want them to, and no more.

Truly, about *all you* have to do is to indicate your willingness to get your organization started. We will supply most of the necessary material, and no end of help.

The first step is to take a closer look. Sending in the coupon in no way obligates you to install the Plan. It will simply give you a chance to scrutinize the available material and see what other companies are already doing. It will bring you samples of literature explaining the benefits to employees and describing the various denominations of Defense Savings Bonds that can be purchased through the Plan.

Sending the coupon does nothing more than signify that you are anxious to do *something* to help keep your people off relief when defense production sloughs off; *something* to enable *all* wage earners to participate in financing Defense; *something* to provide tomorrow's buying power for your products; *something* to get money *right now* for guns and tanks and planes and ships.

France left it to "hit-or-miss" . . . and *missed*. Now is the time for *you* to act! Mail the coupon or write Treasury Department, Section A, 709 Twelfth St. NW., Washington, D. C.



FREE - NO OBLIGATION

Treasury Department, Section A,
709 Twelfth St. NW., Washington, D. C.

Please send me the free kit of material being used by companies that have installed the Voluntary Defense Savings Pay-Roll Allotment Plan.

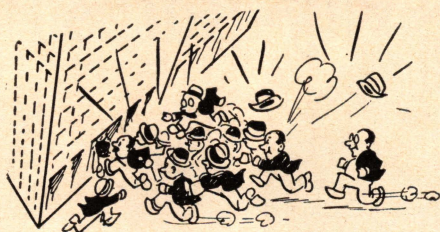
Name _____

Position _____

Company _____

Address _____

PACKED HOUSES



Arcades all over the United States are playing to packed houses nightly. Never has there been such a wave of acceptance as has greeted new Arcades in populated centers. When it comes to

ARCADE EQUIPMENT

we are specialists. We have a complete stock of the machines making the real dough for operators today. Let us counsel with you on your Arcade problems and show you new ways to stop the public and roll in the coin. If you have never considered the Arcade field come in and let us show you the possibilities!

"Keep 'Em Flying — Buy Defense Bonds"

MAC SANDERS

2837 West Pico Blvd. Republic 5161 Los Angeles, Calif.

DENVER

DENVER (RC)—The showing of new model phonographs in this territory was most successful from the standpoint of orders received. Despite the restricted quantities of machines that will be available, distributors displayed more than the usual enthusiasm, and the operators more than the usual interest. Wolf Sales Co., Wurlitzer distributors, staged a series of regional showings starting with two days in Denver, one day at the Hotel Utah in Salt Lake City, two days in the Adams Hotel in Phoenix, one day at the Hilton in Albuquerque. Chick Roberts, manager of the San Francisco branch, attended the Phoenix showing and from there Wolf Reiwitz, head of the organization, and Roberts returned to San Francisco where the former will remain for a period of time. Al Roberts, Denver manager, who attended all of the showings, was most gratified with the results and reports that the company's year's quota was sold during the course of the showings.

Two coin machine figures are soon to don Uncle Sam's uniforms and are about set to serve their country. Ben McConnell, Jr., of Albuquerque, N. M., sold his route when called to service and Clarence Berg, serviceman for Walker Vending of Denver, is soon to answer the call.

The first change in the Denver distributor picture due to the emergency has already taken place. Mountain States Music Distributors, who handled Seeburg products, are no longer distributors. Jim Gaddis and Louis Bellotti, partners in the concern, will continue as operators, Gaddis in the Denver territory and Bellotti in the San Louis Valley centering around Walsenburg, Colorado. Bert Alcott, salesman, will also enter the operating field. J. P. Blackwell has taken over Seeburg distribution. Bill Anderson, serviceman for the Mountain States organization who is recuperating in the hospital from a long siege following an automobile accident, will also probably continue in the operating field.

Gibson Bradshaw, head of the Denver Dis-

tributing Co., was most gratified by the reception, interest and orders his showing of the new Rock-Ola models brought.

Among recent visitors and purchasers of equipment were: W. C. Johnston of Rawlins; Henry Chipp, Rock Springs; A. P. Bales, Cheyenne; D. W. Burns, Lander; C. E. Burns, Grand Junction, and Harold Westesen, Olathe, Kansas.

Activity in the movie machine field continues good according to Gano Senter, head of the Rocky Mountain Soundies. Collections continue strong and the company has placed three more machines in Denver.

W. A. "Bill" Bye, Wurlitzer District Manager in Denver for conferences with Wolf Sales Co. officials, stated that he had visited every portion of his extensive territory during the past weeks and that orders had already been taken to cover the year's allotment of machines in the various parts of the territory. This he attributes not only to anticipated shortages on the part of operators, but also to a great extent to the fact that operators are realizing that they should purchase new machines at the out-set and get a full year's revenue from the new models. Bill also reported operators' collections were reaching new highs in various parts of the territory and the prospects for a prosperous year for coin machine industry are indeed encouraging.

Herb Trackman. ♦

FREE TAX BULLETINS

Through the co-operation of the Treasury Department THE REVIEW has prepared a series of informative bulletins to aid members of this industry in properly preparing their 1941 Income Tax returns. 49 bulletins, listed in our January issue, comprise the series. Any three of these are available without charge to subscribers. Additional bulletins are 10c each. Below we list the numbers of the bulletins receiving the most requests from our subscribers since the January issue was mailed:

4. How to Avoid Common Errors
9. Methods for Accounting and Records for Income Tax Purposes
10. When to Report Income From Salaries, Wages, and Other Sources
11. Returns of Income of Deceaseds.
14. Personal Exemptions and Credit for Dependents.
15. Normal Tax and Surplus Rates.
17. Earned Income Credit.
24. Items Exempt From Tax.
25. Deductions for Business Expenses.
30. Gains or Losses; Capital Assets.
31. Deduction of Capital Losses.
32. Losses From Casualties, Theft, and Wagers.
35. Bad Debts—Year In Which Deductible.
36. Deductions for Contributions.
37. Deduction for Interest.
38. Bad Debts—Methods of Deduction.
39. Deduction for Depreciation.
40. Depreciation Allowances.
41. Automobile Deductions.
42. Deduction for Tax on Motor Gas.
43. Deduction for Traveling Expenses.
44. Deduction for Losses Other than from Sale or Exchange of Capital Assets.

In requesting bulletins give numbers only. Bulletins will be sent by return mail. ♦

Operators
Notice

AUTO LOAN PURCHASE MONEY

3 $\frac{1}{2}$ %

SAVE 40% OR MORE

Inc. 1929

Zeigler Insurance Agency, Inc.

541 S. Spring St.

Michigan 0961

Los Angeles, Calif.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

COIN
MACHINE
REVIEW

6

FOR
FEBRUARY
1942

What Can We Do?

Everyone is wondering about HOW to meet the problems of today. Prices are going up. Merchandise is hard to get. Shipments are slow. Federal taxes on counter games prohibit the use of them except in the very best spots. Many operators who devote only a PART of their time to Coin Machines are sacrificing their equipment at prices below their actual value. This is particularly true in the bulk merchandise and small counter game field.

There Is Always An Answer to Every Problem

Let's try to be calm. Let's avoid panic. Let's do some genuine thinking. Let's find the solution to OUR PROBLEM. Let's make a LIST of ALL the POSSIBLE solutions. Let's pick from that list what appears to be the BEST ONE. Let's ACT on that.

You can STORE your equipment until the war is over. It is certain that present conditions will not last always. Viking will store your equipment for you at reasonable cost.

You can SELL your equipment at a sacrifice. Get the best offer you can and then submit it to us. We may be able to give you MORE for it.

You can employ someone to operate your equipment for you. Viking is operating considerable equipment for its customers in the Bay Region right now. Some of our customers have gone into the service. Some of them are working FULL TIME in defense. We have been helpful to them and they have been helpful to US

You can buy MORE equipment and build up your route to be more profitable. Viking can help you do THAT. We have some real bargains in both new and reconditioned equipment of all kinds. Write us or come in and see us.

You can LEASE some more equipment if you are unable to BUY it. We have more equipment LEASED right now than we have ever had.

Viking will welcome your correspondence about your particular problem. We will also be glad to see you in person.

And—don't forget we sell all kinds of supplies for operators. Collection books — coin wrappers — coin counters — Parts — Glass globes — Bulk Merchandise — Charms — Key Rings — Hand Trucks — Merchandise Venders — counter games — arcade equipment — Scales — Grip Testers — Ball Gum — Candy.

IF IT IS HARD TO GET — TRY VIKING

VIKING SPECIALTY CO.

**530 Golden Gate Avenue
SAN FRANCISCO, CALIFORNIA**

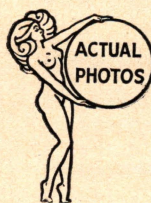
COIN
MACHINE
REVIEW

7

FOR
FEBRUARY
1942

See "Sally Rand" & Gypsy Rose Lee

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SPECIAL!



HAND VIEWER and 2 snappy girl films (30 pictures)—\$2.00 postpaid. Free details. Make EXTRA CASH! Operate "VIEW-A-SCOPE." Send for circular on latest ten-play "PEEK SHOW"—gets ten pennies from every player. New low price "42" VIEW-A-SCOPE" or "PEEK SHOW," \$24.50. Girl Films, Nude Ranch, Bubble, Fan Dance, etc.; also "SILVER KING" vendors, \$4.75 up. No selling. Send for interesting literature.



AUTOMATIC

2420 FULLERTON AVE.

CHICAGO

KANSAS CITY

KANSAS CITY (RC)—Now the operators around Kansas City are admitting for fact the age-old story of the coin machine manufacturers. Namely: It's the new machines that keep up player interest in amusement games. A recent informal gathering at Carl Hoelzel's United Amusement Co. took up the subject and here are their conclusions:

When the announcement of curtailing of manufacture of new amusement games was first announced, many operators felt that now they wouldn't have to keep buying new machines to keep up with competition. "We'll be making the money now instead of the manufacturers," they said.—Then they began to think about it.

After a while they asked: "What about the prize locations that have to have a new machine at least once every 3 months? How are we going to keep up interest and coin box receipts there? And how are we going to replace our older machines in the other locations?"

Here's the conclusion they came to: All machines must come into the shop at least once every 90 days for a complete overhaul. You can keep new machines new-looking only by never allowing them to get old-looking. You can keep a new machine looking new, but you can't make an old machine look new. The only way you can avoid extensive part replacement is to check the wear before it gets to the replacement stage. The worry you formerly devoted to getting new machines must now be devoted to keeping machines new-

looking and in new-working-order.

A music rationing system, designed to keep all their music operating customers in business for the duration of the war, has been adopted by Central Distributing Co.'s Mason and Crummett. This is a policy participated in by every member of the firm and includes free instruction and advice as well as making certain that sufficient parts and equipment are kept on hand, to keep the operators going in the face of present circumstances.

Joe Berkowitz's Universal Manufacturing Co. announces through its Sales Promotion Manager S. L. Herman that there has been a first-of-the-year rush of new interest in the ticket games which this firm manufactures. With the plant on full 24-hour operation in an attempt to keep up with orders, Herman is convinced that many of his firm's new customers are operators who are trying out these games for the first time.

"Putting the Bull in reverse" is the way Tommie Thompson describes his new instructions from Boss Hoelzel. Tommie has been in the field for United for some time as a salesman. He's still in the field for United but is doing more buying than selling, he reports.

Most noticed shortage in the Missouri Valley in early 1942 was in arcade equipment. In the past year Kansas City, Joplin, Wichita, and many other cities in this locality have been reintroduced to the arcades. Kansas City has several of them downtown. Wichita reports a gold mine from the equipment and Joplin, according to reports, is soon to have another.

B. K. Anderson. ♦

Pace Buys \$50,000 Bond

CHICAGO—Her picture and a paragraph in the Chicago Tribune resulted from the purchase at the paper's public service office of a \$50,000 Defense Bond by Mrs. E. W. Pace, wife of Pace Mfg. Co.'s president. The bond was issued in the company's name. ♦

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LOS ANGELES, CALIFORNIA

Early Tax Filing Urgent

WASHINGTON, D. C.—Correct preparation and early filing of Federal income tax returns, always important, is more necessary this year than ever, advises the Bureau of Internal Revenue. Some 22,000,000 returns are due to be filed before midnight of March 16, and of this number it is estimated that 7,000,000 will come from persons who have filed them for the first time.

To aid taxpayers in preparation of their income tax returns the Treasury Department has issued a folder entitled "How to File Your Income Tax Return the Simple Way," containing a facsimile of the simplified Form 1040A and illustrating the six steps required to prepare the return. Form 1040A may be used by persons required to file returns but who have gross incomes of not more than \$3,000 from salaries, wages, compensation for personal services, dividends, interest, rent annuities, and royalties only.

For taxpayers not eligible to use Form 1040A or those not choosing to use it, Form 1040 should be filed. The last page of the folder contains a table showing the individual income tax on 1941 net income before deductions of personal exemptions and credit for dependents from salaries and wages of selected sizes if Form 1040 is used.

Individuals, and corporations desiring the folder for distribution to employees, may secure copies from the nearest Collector of Internal Revenue. ♦

Quiz On, But Reels Spin

CHICAGO—While grand juries sat in the Criminal Court building for three months investigating gambling and slot machine operation, new machines were being placed in Chicago stores and restaurants, jurors recently learned from Arthur Coughlin, 28, a witness seized by officers from the Chicago Ave. station after two of the devices had been found in that district. The witness was taken when he appeared at one of the locations to empty the cash box.

Coughlin reported he had been employed three months earlier by Bud Lieberman, whose place officers subsequently visited, seizing 5 large slot machines and 79 small models. A policeman was detailed to guard 100 pin games also on the premises. ♦

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FOR
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1942

Announcing the Latest Addition to Coin Machine Row **ARCADE EXCHANGE**

A. BERMAN, Prop.

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Los Angeles, Calif.

Fitzroy 6876

ALL TYPES OF LEGAL EQUIPMENT

Southern California

LOS ANGELES—Showings of the 1942 Seeburg and Wurlitzer phonographs highlighted the month of January for Southern Cal. coinmen. California Simplex held open house two days to show off the new Wurlitzers and the E. T. Mape Music Co. used two days to invite musicians in to see the new Seeburg models. Despite limited deliveries both organizations booked a heavy business on the new ones.

Lou Favorite made the rounds in San Diego mid-month and broke bread with Bucknam, Dawes and several other coinmen.

Mr. and Mrs. Fred McKee, of Muto-scope, are back at their home in Glendale after a four week trip to New York City.

A. E. Kane, Juneau, Alaska, coinman, didn't let the war stop his annual visit to the states and visited the coast boys on his way East.

A. M. Keene, Taft holdout, postcarded from Mexico City midmonth that the bull-fighting is still the same below the border.

Automatic Vendors have moved to new and larger quarters at 1320 Venice Blvd., just a few steps from THE REVIEW.

C. P. Pettibone, Eugene, Ore., came South on January 26th to look over local vendor offerings.

T. P. Kelly, Olympia, Wash. operator, spent a week in January in Los Angeles and San Diego. First time T. P. had been in L. A. for 14 years.

Another northwesterner to visit these parts was Jim Harris of Vancouver, Wash., who was squired around town by Tony Parina and Earl McNeil.

And still another from up yonder was Walter S. Solomon of Western Distributors in Seattle. Solly dropped in at THE REVIEW on February 5th but missed the 4:30 closing and we missed Solly. So sorry, Solly!

We nominate The Billboard as winner of the tin moustache cup for constant repetition of the same news item. In the current issue we read for the 12th time that "the Laymons will soon be moving into their new home at Pacific Palisades." Congratulations Billy boy!

W. Kay Grundy is off on a trip through the middlewest in behalf of the Dunning Viewer and the Shipman line.

Harry Holdsworth, former musician, now a private in the Uncle's forces, pipes from the Red Cross Hospital in Salt Lake City that he is now minus his tonsils.

Irv. Rich, Consolidated Novelty Co., is an air raid warden.

Archie Riddell has started a guessing contest on his Wired Music set-up in Pasadena. Deposit a quarter and five blind tunes come over the wire. If you can guess the artist on any of them you win an extra

record of your own choosing. Pick all five and the girl will play you five tunes you'd like without additional charge.

Joe Richarme, Long Beach Coin major-domo, is back at home plate after a week near Phoenix helping a brother-in-law get his acreage ready for alfalfa production. Joe returned none the worse for the hard licks he put in from sun up until sun down. Not many in the industry could do it.

Mac Mohr is oozing the praises of Evans Duck Pin Alleys.

Percy Shields exudes optimism over the future and says, "It's an operator's year if there ever was one." Perc is well stocked with used equipment and enjoying a neat business.

At press time APDI execs. were watching the Eastern records, the appearance of Prexy Raymond who promised to fly to the coast from New York shortly after the first of the month.

Another spot where gloom doesn't flourish is at the Jack Gutshall Distributing Co. where genial Jack has the same broad smile for all. Jack's doing his share of the business available and has several things up his sleeve to slip to the boys when the time is ripe.

"I had 16,000 feet of cable to sell so I took a small ad in THE REVIEW," said Bill Simmons of Packard. "I received orders for more than 200,000 feet which proves conclusively that if you have something to sell you can reach the boys through THE REVIEW." Thanks, Bill.

Mac Sanders holds the undisputed lead when it comes to sales on Arcade Equipment. Mac has specialized in this field and is doing a terrific job.

Coincom descended upon the Antelope Valley Country Club near Lancaster on Feb. 8th to attend the wedding of Margaret Johan to Frank S. Root, key-pin in valley operating circles. Following the wedding at 8 p. m. was a reception that lasted and lasted. Everyone had a good time.

Paul Blackford. ♦

Berman Opens In L. A.

LOS ANGELES—The Arcade Exchange is the name of the newest jobbing and distributing headquarters opened on coin machine row during January by A. Berman.

Located at 1705 West Pico Boulevard, Berman's Exchange will carry all types of new and used legal equipment. ♦

Lamon's Son Hurt

LONG BEACH, Cal.—Jack Lamon, Aloha Novelty Co., has received a communique from Washington saying that his son, Jack, Jr., serving with the U. S. Marines as an aerial gunner, was wounded at Pearl Harbor, but has now recovered and is at present stationed in the heart of the combat zone. ♦

COIN
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FOR
FEBRUARY
1942

GET'EM—While the Gettin's GOOD!

FREE PLAYS

Texas Mustang	\$82.50
ABC Bowler	79.50
3 Up	64.50
Hi Stepper	64.50
Sparky	37.50
Pan American	64.50
'41 Majors	64.50
Sport Parade	57.50
Crystal Gazer	54.50
Speed Ball	54.00
Wildfire	59.50
Velvet	59.50
Boom Town	49.50
Zombie	59.50
Barrage	54.50
Stars	54.50
Flicker	54.50
All American	52.50
Salute	49.50
Leader	44.50
Broadcast	49.50
Attention	49.50
Ump	44.50
Wow	49.50
League Leader	44.50
Gold Star	44.50
Bandwagon	44.50
Dude Ranch	44.50
Big Chief	44.50
Landslide	39.50
Line Up	37.50
Merry Go Round	42.50
Convention	39.50
Dixie	39.50

Keeney's Submarine	
Gun, Brand New	269.50
Chico's Hockey, New	279.50
Evans' Tommy Gun	109.50
Muto, Sky Fighter	184.50
Keeney's Air Raider	144.50
Exhibit's Vitalizer	69.50

PHONOGRAPHS

SEEBURG	
Colonel, Electric	
Selector	\$329.50
Envoy, Walnut	295.00
Classic	
Marbletop	214.50
Model H, 12	
Rec. Keybd.	79.50

WURLITZER

500, 24 Rec.	
Keybd.	\$189.50
61, Counter	
Model	109.50
616, 16 Rec.	79.50
24, 24 Rec.	119.50

MILLS

Throne of	
Music	\$159.50

ROCK-OLA

DeLuxe, '39	\$169.50
Monarch	119.50

ARCADE EQUIPMENT

Anti-Aircraft, Black	49.50
Chicken Sam	69.50
Evans' Ten Strike	69.50
Kirk's Night Bomber	169.50
Battling Practice	159.50
Western's Baseball	
Comb. F.P. & P.O.	89.50

CONSOLES

1941 Lucky	
Lucie	\$279.50
Super Bell	239.50
1940 Galloping	
Dominoes	229.50
Pace Saratoga,	
Comb. F.P.	
& P.O.	194.50

PAYTABLES

1941 Lucky	\$159.50
Grand Natl.	119.50
Pacemaker	119.50
Thistledown	89.50
Hawthorne	79.50
Santa Anita	159.50

BELLS

Blue Front, Factory	
Rebuilt Club	
Handles 5c	\$139.50
Futurity 5c	104.50
Chrome Bell 5c	174.50
War Eagle 5c	94.50
Pace DeLuxe	
S.P. 5c & 10c	109.50
Groetchen's	
Columbia	79.50
Jen. Chief 5c	89.50
Silver Chief 5c	139.50
Silver Chief 10c	142.50

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KEENEY: Super Bell \$299.50—Contest, 4 Coin F.P., \$179.50.
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ST. LOUIS

ST. LOUIS (RC)—Consequences of the nation's changeover from a normal peacetime to a wartime economy has been such that everyone in the coin machine industry and its allied businesses has felt its demands.

The great extent that members of the industry have gone towards answering the call to arms is convincingly shown by the wholehearted support that has been given to each succeeding development in the Defense Program.

The coin machine industry has done much to supply men, machines, and money towards achieving final victory. Here are some of the boys who but a short while ago were seen on the routes or in the offices of operators, distributors, and manufacturers here: Ray Winkler of the J. S. Morris Novelty Co. is now in the Army; Charlie Morris of the same firm is also in the Army; Julius Joos of the W. L. Phonograph Co. is now one of Uncle Sam's Jack Tars; Bud Golfan of the Westbrook Novelty is in the Army; Virgil Bernsen of Davies Novelty Co. is at Fort Briggs, North Carolina, soldiering; Walter Hartwig who was with the Ideal Novelty Co. is with the Army Engineers; Harry Pearlstein of the McCall Novelty Co. is in the Army.

The industry has also given up some of its best men and women who felt they would be happier in armament production. Typical of these defense workers is the statement that one former coinman made, "No, I don't think that I am any better off personally but I am not thinking of myself. I want the good old United States to benefit."

Yes the industry is giving men for the firing line and the production line but it doesn't stop there; it is doing its level best to supply the money that is so vitally necessary for defense. Every operator, distributor, and manufacturer in town has contributed generously in time, effort, and cash towards the sale of Defense Bonds and Stamps and Red Cross activities. It is good to see the many window displays by coinmen helping to put over these drives. "In most cases, our products should be left out

of the display entirely. In giving window display space to the Red Cross or the Defense Bonds and Stamp campaign by all means give the entire window. Let us not use our country's flag or any other national symbol to help us in selling our industry's product or services."

The usual pre-inventory lull in coin machine affairs was abruptly dispelled with the opening of two new establishments in February. One, an arcade located at 8600 South Broadway, a short distance from Jefferson Barracks, is designed to furnish relaxation for soldiers on liberty. It is owned and operated by Art Heimke, of the St. Louis Novelty Co. Art supervised the interior decor, incorporating all the best features of modern arcade arrangement making the setup a credit to the industry.

The other expansion move was made by the Ideal Novelty Co. when president Carl Trippe formally opened a huge roller rink in South St. Louis.

If one were to judge by the number of trips taken by coinmen of this area during January you would say they were the traveling bunch of humans in the world. Bill Betz of the W-B Novelty Co. led the parade with trips to Kansas City, Wichita, Chicago and Indianapolis; Ben Axelrod of the Olive Novelty headed for the East with stops at Philadelphia, Jersey City and Brooklyn scheduled; Whitey Lemkuhl just back from a combination vacation and business trip reports that acceptance of Panoram and Seeburg equipment is most gratifying; Earl Holland district manager for Seeburg was in town for a few days calling on the trade; Jack Mehl of the Olive Novelty postcards home from Miami, Florida telling of the nice business enjoyed by Olive Novelty's Miami branch.

What to do when tires wear out has been perplexing local coinmen. For one of them at least the problem has been solved. His uncle in Montana has promised him a horse, telling him to expect it in a few days. "It is almost as hard to find a stable to keep him in as it is to get tires," laments this troubled brother.

Martin Balensiefer spent a week trying to shake off an attack of chills and fever. He is down at the salesroom again looking a little pale but well on the way to being his old self again. Mike Luzaich of the M-L Sales Co. stayed in bed for a few days running a high fever. He is okay now. Leonar Osiek of the Olive Novelty Co. is undergoing a siege of appendicitis. Operated on in late January, his condition is said to have taken a turn for the better.

Shipments of phonographs have been coming in smoothly despite the fact that a black picture of things exist in the minds of not a few operators here. All orders are being taken care of as quickly as possible and no one has to be afraid of being left "holding the Bag."

Robert A. Latimer. ♦

* * *

She: "I want one of those strong, silent men full of grit."

He: "What you want is a deaf and dumb ash man."

Pinball Players, Arise!

NEW YORK—If the cops should suddenly come along, ban golf, and confiscate all paraphernalia, would the nation's golfers take it lying down? That's what H. Allen Smith, syndicated newspaper columnist, asked in a recent "The Totem Pole" column—and answers, "Not on your life."

Then, he wants to know, what's the matter with the pinball players? Why aren't they standing up in meeting and howling "Tilt" for all they're worth?

Smith is frankly mad that the cops have been carting the games off to warehouses without getting a protest from any of his friends and associates whom he now begins to suspect are "lily-livered." He confesses with equal frankness that he's a pinball fiend, and that lots of his friends are fiends with him. "Once," he writes, "another fellow and I went to Canada, crossing by way of a ferry which threaded its way through the Thousand Islands. We didn't see over three of the thousand because we were below deck, busy at a pinball machine."

Maybe the uproar is a wartime device to get needed materials. If it is, he demands, why don't they say so? "We pinball players are patriots. But if they're going to holler about gambling, why don't they confiscate playing cards? Why don't they confiscate the Yankee Stadium and Madison Square Garden? If they're looking for devices which might impel people to make bets, why don't they just go confiscate the Board of Elections?"

Smith says he'll put his game up against golf any day when it comes to exercise. "We have a rule, in our little clique, that you can't touch the machine once a ball is in motion. Thus we produce some of the finest free-hand body English ever witnessed outside of a Javanese ballet company. We start a ball rolling, then stand back from the machine. Maybe we sway from side to side, rise on our toes, rock back on our heels, but the important body English goes on inside. Our innards get the finest going over in the world, straining and jerking with each confounded, unreasonable bounce taken by the ball. We have no formal medical opinion on it, but we are all convinced that pinball body English is the finest body conditioner this side of Finland.

"There remains the question of art. Few of us care much for Picasso, Cezanne, Matisse, and all that. But we do appreciate the sheer artistic beauty of a good pinball machine. Grant Wood can paint an impressive Iowa farmwoman, but can he fix her up so that when you hit a red button she'll leap off the barn with a pitchfork in her teeth whilst bells ring and a guinea hen runs over the horizon? Can he do all that, and in technicolor? Nope! But the pinball people can." ♦

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How to Help Win War

Here's a way every operator of penny and 5-cent vending machines, phonographs, and amusement machines of every type can contribute substantially toward winning the war.

There are two simple rules to follow:

1. Collect the pennies and nickels from your machines as frequently as feasible — oftener than in the past if possible.
2. Deposit these pennies and nickels in the bank with the least possible delay, so as not to hold them in your possession.

The minting of pennies and nickels by the United States government under normal conditions requires substantial quantities of nickel and copper, both of which are urgently needed in the production of war materials.

Nickel, most of which is imported from Canada, is particularly important in nickel steel alloys for heavy plates for ships, tanks and other purposes. Copper is important in brass shell casings, as well as for many other uses.

With the increased number of people gainfully employed because of the war effort, the demand for pennies and nickels may tend to increase. On the other hand, production of these coins during the past two years has been from three to four times normal production, and there is an ample supply if the rate of turn-over can be speeded up a little. The saving of even one day in depositing the receipts of all operators in the country would have a tremendous effect in reducing the demand for newly minted coins.

Here is a very definite and concrete way in which every operator can help the war effort. Let's all get our pennies and nickels back into circulation in the shortest possible time. ♦

SEATTLE

SEATTLE (RC)—A pretty fair word-manipulator named Alfred Tennyson once said: "The clock beats out the little lives of men." After what happened last month, it would be quite appropriate to alter this quotation to read: "The clock beat Gale Thompson out of \$45, his tool kit, keys and automobile."

Here is a minute-by-minute account of the Thompson debacle. 7:25—Gale parked in front of a location. 7:26—The place appeared to be closed, so Gale figured he would have a quick look-see. It would be a waste of time locking his vehicle as he would be only a few yards away. So leaving the key in the ignition and \$45 in buffalo pieces plus all his equipment in the car, Gale tried the door and found it open. "I'll just speak a word to the proprietor and be right back," he told himself. 7:29—Gale had spoken his "word" plus a few more not on the schedule and headed for his automobile. The little man who wasn't there didn't have a thing on his coupe. Salesmen of time-saving devices are warned to keep away from Gale Thompson if they

value their physical well-being.

Beulah and Don Oakley won't be able to keep their family quarrels alive during business hours after February 15, because blonde Beulah is writing finis to her three-year-old career at Harper-Meggee and hereafter will be juggling cooking utensils instead of phono records. But she's keeping her job perched on a limb of the family tree, because Cousin Norma Pederson, ex-card index ace and department store control clerk, is her replacement.

QUICKIES FROM COIN ROW—

Doris DeLong, ex-Jack Moore maiden, is now unloading the charm for National Carloading . . . Air travel must be appetizing—Syb Stark looks pounds to the good after a three-week trip via flying bird . . . Van Booth and wife Beulah, former Rowers, have sold their Mt. Vernon farm and purchased an apartment court in Yakima.

Andy Diamond, a gem of a mechanic, spent a week in California recently. He drove into a checking station in Dorris one ice-coated morning and by the time he had righted his car and checked out, his radiator and grille were \$200 to the bad . . . A delight to the eye and a symphony to the ear: Wurlitzer's 1942 model.

Another Harper-Meggee substitution: Margaret Smith in for Ruth McDonald . . . Phono Op Bill Woods, the pride and joy of Boise, Idaho, will be Army Air Corps Instructor Woods for the duration. Student Dick Fields, who learned his high-flying tricks at Bill's Civil Aeronautics school,

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USED GAMES

Ten Spots	\$64.50	Red, White & Blue..	52.50	Captain Kid	74.50
Sunbeam	64.50	Big Chief	49.50	Salute	59.50
Argentine	79.50	Big Time	54.50	Miami Beach	69.50
Sport Parade	59.50	Stratoliner	59.50	Gold Star	49.50
Metro	49.50	A.B.C. Bowler	89.50	Paradise	57.50
Hi Hats	64.50	Majors	69.50	Defense	52.50
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LONG BEACH, CALIF.

COIN
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REVIEW

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FOR
FEBRUARY
1942

will be Ensign Fields of the U. S. Navy in 30 more weeks.

Hitting too many high spots started a cold spot, resulting in the Virginia Mattern Sneeze & Cough Campaign . . . Decca, perennial personnel changers, went 30 days without a single shift. Which only goes to prove that anything can happen these days.

In 1942's troublesome times, no column is really complete without a defense bond or stamp plug to help plug the enemy. So . . . BUY STAMPS AND HELP DEMOCRACY'S CHAMPS REMAIN CHAMPS.

Louis Karnofsky. ♦

AOLAC Aids Cause

LOS ANGELES—Associated Operators of Los Angeles County, long noted for their interest in worthy causes, are recent recipients of thanks from two additional groups they have helped. To Huntington Park Lodge No. 1415, BPOE, went a contribution for charitable activities, bringing in return an expression of sincere thanks which termed the gift "generous" and assured use of the money for cases of real need.

To the Citizens Committee for the Army and Navy, Inc. (12th Regional Council) went a donation of 15 marble games for distribution to camps where recreational equipment is needed, as well as a stack of phonograph records. Director Charles W. Boggs' letter expressed appreciation not only of his group but on behalf of officers of the camps and of the boys who would enjoy the gifts. ♦

BUY DEFENSE BONDS — SEE IT THRU IN '42

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.



Diana Numby, RCM starlet, featured in musical shorts produced at the RCM Studios in Hollywood for Panoram machines by Producer-Director Sam Coslow. Diana's exquisite epidermis thrills the night club patrons at the Florentine Gardens in Hollywood as well.

MOVIES

Metermovies Girds For War

LOS ANGELES—The defense of the nation comes first, officials of Metermovies, Inc., stated in announcing that the company has been marshalled for all-out war effort with a conversion of the entire engineering facilities of the organization into an attack upon the nation's No. 1 Bottle-neck—the shortage of production machines and equipment.

"Our factory and organization is in a fortunate position from the standpoint of its ability to serve the nation in this emergency," Don Heyer, President, told the REVIEW. "Our engineering staff is composed almost entirely of design engineers and specialists in developmental work. We are at work right now preparing a number of devices with the plan of making them available to those in defense work. We have also gone so far as to put into motion pre-arranged plans for changing the name of our organization and adopting the broader, more descriptive title of General Devices Corporation to facilitate the identification of our products by those in Washington and in Industry who need our assistance and products.

"However, we will continue to build Metermovie machines under the present limited production set-up, and inasmuch as we are limiting the number of new distributorships we do not anticipate any serious shortage in machines. This production of Metermovies will not interfere with our getting on a war basis, as the engineering of our new 1942 Metermovie model has been completed months before, and assemblies set up. The Metermovie machines will be produced in the future under the name of General Devices Corporation, Metermovie Division. Our defense and production machinery will be produced under our Powermatic Division."

New RCM Artists

HOLLYWOOD—"The White Cliffs of Dover," a reigning favorite on the airlines, has been made into a Soundie by RCM in Hollywood, according to executive producer Sam Coslow.

Short features Sugar Kane and Dick Hogan, a new find at Paramount.

Jan Garber and his band made their Soundies debut this week with "Bells of San Raquel." Both members will be on the release of the week of Feb. 16th.

Bond Week at Mills

CHICAGO—Eligible for one of the new 13 star blue flags of the Treasury Department, issued large-personnel firms with 100% sales records, as a result of a drive selling \$225,000 in Defense Bonds to Mills Novelty Co.'s 1800 employees, firm is going even farther in promotion of this part of the victory program.

President Fred Mills has designated as Mills Defense Bond Week the period from February 16 to 23, and Mills customers have agreed that their entire week's receipts from machines will buy bonds. Promoting the plan are special signs, special use of Panoram machines in many public places where a patriotic reel will be installed and one Soundie played free—by means of a push button control in the Bond selling booth—for every \$1 in stamps sold.

Almost 100% of the Mills employees are further supplementing the drive by participating in the payroll allotment plan. Singer Barry Wood started the 10-day drive with his vocaling of "Any Bonds Today" for the Mills workers.

APD Films Do Their Bit

HOLLYWOOD—At the request of Corporal Donald H. Meredith, of the Morale Office of Company A, 125th Infantry, stationed at Griffith Park, Los Angeles, Associated Producers Distributing, Inc., have been supplying 16mm films to the camp once a week. It is Corporal Meredith's job to find entertainment for the boys who must remain in camp at night, as only 25% of the company are permitted to leave grounds.

APD has supplied two reels for each showing which provides about an hour's entertainment consisting of 16 three-minute shorts. The performance is given in the open to an audience of 500 and is usually given in two shows.

The men, who are training to be officers, have received this form of entertainment with enthusiasm, as evidenced by their desire for more film. The subjects which have received the most acclaim and applause have been "Oh Johnny" with Gertrude Niesen, "At Your Service", "Never Water A Lily With Wine" and "Always On the Bench."

APD has also prevailed upon Soundies Distributing Co. to lend prints for entertaining our soldier boys.

METERMOVIES' 1942 MODEL

COIN-OPERATED MOVING PICTURE MACHINE

NOW AVAILABLE IN LIMITED NUMBERS!

**NOTICE
ACT NOW!**

Metermovies' War Program Places a Ceiling on the Number of Distributors That Can Be Accommodated! Be One of the Lucky Few in '42!

8851 BEVERLY BLVD.

METERMOVIES, INC.

HOLLYWOOD, CALIF.



GUARANTEES

- It was the first to insure the complete protection of the Operator.
- First to use fully copyrighted and licensed songs.
- Employ 100% union crews in all branches of production carrying the IATSE Seal.
- Employ ONLY Union Musicians and they have been members in good standing in the musicians' union since starting their first production.
- ALL ROYALTIES to R. C. A. are paid in advance of release PLUS the regular rate of recording.
- All employees, including Directors, Art Directors, Musical Directors, Dance Directors, Actors, Cameramen, Technicians are members in good standing of their respective organizations.

A.P.D.'s aim is to AT ALL TIMES PROTECT THE OPERATOR WHO IS THE LIFE BLOOD OF THIS INDUSTRY.

NO A.P.D. OPERATOR HAS EVER HAD ANY TROUBLE OF ANY KIND WHEN USING OUR FILM AND HE NEVER WILL AS A. P. D. IS AN ESTABLISHED CALIFORNIA CORPORATION, GUARANTEEING COMPLETE PROTECTION TO ITS OPERATORS AT ALL TIMES.

FOR THE BEST COIN-OPERATED FILMS IT IS POSSIBLE TO MAKE PLUS COMPLETE SAFETY OPERATORS SHOULD INSIST ON A.P.D. FILMS.

DON'T LET OTHERS TELL YOU DIFFERENTLY!

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HOLLYWOOD, CALIF.

HI lside 8179

— OR —

SAM LUCAS

General Sales Manager

3216 Webb Ave. Detroit, Mich.
Townsend 8-4039

James Mangan New \$1 Year Man

CHICAGO—Now dividing his time between here and the Capitol, James T. Mangan, Mills Novelty Co. merchandising and advertising director is a recent appointee of Verne A. Zimmer, Director of U. S. Labor Dept.'s Division of Labor Standards, to the post of Consultant in Special Promotions working with the National Committee for the Conservation of Man Power in War Industries. The compensation: \$1 a year.

Safety is primary objective of the Committee and it will be Mangan's job to put "new punch" into a public campaign utilizing radio, shows, songs, posters, all other available means to prevent work accidents.

Lifetime Chicago resident, veteran of World War I, author, songwriter and psychologist, Mangan also is a member of the Treasury Dept.'s Special Events Committee, and chairman of the War Committee of the Society of Typographic Arts, group of 500 Chicago artists and designers now cooperating on eight branches of war activity. ♦

Atlas Has Parts

CHICAGO—It may come as a surprise to readers of THE REVIEW to learn that the Atlas Novelty Co., Chicago, has one of the largest and most complete parts departments in the country. The department has grown steadily until it now has practically every part an operator might ask for. Originally it was planned to issue a parts catalog but officials found the items too numerous to list. However operators are having their orders taken care of satisfactorily by ordering by number or sending in worn parts.

Harold Pincus is in charge of the parts department and although present conditions make it increasingly difficult to secure some items Atlas still has those "hard to get" parts and Pincus and his staff are busy the whole time filling orders. Pincus takes pride in seeing orders are filled the same day received for he knows that the operator's income depends on keeping his machines operating. ♦

Daval Sales Increase

CHICAGO—Attributing it to OPM's stop-production order on gaming devices for duration of the war, The Daval Co. reports a sudden boom of purchases of Marvels and American Eagles by operators throughout the country. Assertion of President Al S. Douglass is that many operators realize these machines will be of greater value as the weeks pass, and that tests show they can "take the tax" and still clear a handsome profit.

Some coinmen have expressed the belief that American Eagle will become one of the most important of all machines on the market, as time goes on. A stock of new machines is still available, Douglass declares. ♦

Metermovies Gets Distrib.

LOS ANGELES—The manufacturers of Metermovies have announced that in order to supply their accounts and in view of the curtailed production only a limited number of new distributors for Metermovies will be accepted. The announcement followed the closing of several lucrative territories, including the Kansas, Nebraska, the Western half of Iowa and the Western half of Missouri by V. C. Sandwall, live-wire dealer of Kansas City, Mo. ♦

Soundies O. K. In Chicago

CHICAGO—Chicago officials have ruled that Panoram Soundies machines may legally be installed in Chicago spots upon payment of a fourth class amusement license at a cost of \$200 per year. ♦



Soundies LEAD with their PARADE OF HITS



NAME BANDS

RAY NOBLE
JAN GARBER
TED FIO RITO
DUKE ELLINGTON
CAB CALLOWAY
CHAS. SPIVAK
GENE KRUPA
TONY PASTOR
CLAUDE THORNHILL
STAN KENTON

FAMOUS STARS

DONALD NOVIS
DICK TODD
GERTRUDE NIESEN
MARY BRIAN
JAMES NEWELL
JOY HODGES
BILL ROBINSON
HOAGY CARMICHAEL
MAXINE SULLIVAN
SUGAR KANE



SOUNDIES DISTRIBUTING CORPORATION OF AMERICA, INC.

Executive Offices

1405 MERCHANDISE MART
Chicago, Illinois

COIN
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FOR
FEBRUARY
1942

Mape Fetes Musicmen

LOS ANGELES — Playing host to the music operators of Southern California on January 26th and 27th the local office of the E. T. Mape Music Co., presented the new Seeburg 1942 Model Phonograph and Wall and Bar Box.

Operators from all parts of the southern territory flocked in to see the new models, sample the Mape hospitality and talk over their equipment requirements for the year. Each day at noon a magnificent lunch was spread, catered by one of the Hollywood Studios favorite caterers, Brittingham, Inc., and the coinmen did full justice to chicken sandwiches, varieties of salads, drinks and what have you.

Commented local manager McCreary: "We didn't want to stage too big a blow-out under present conditions and with as little equipment as we have available for delivery but we were beautifully surprised. The lads came in, looked over what we had to offer, pronounced it good, and put it on the line for as many units as we can deliver. Certainly this speaks well for our cherished slogan of 'To Go Ahead—Go Seeburg!'"

The Mape offices are doing a splendid job of cooperating in the sale of Defense Stamps and Bonds by donating instruments loaded with patriotic records, for use at sales headquarters. In addition all Mape employees have subscribed 100% for U. S. Defense Bonds.

Turner Joins Gutshall

LOS ANGELES — Announcement was made here on February 1st by Jack Gutshall, head of the Jack Gutshall Distributing Co., that Stanley Turner, a veteran in music service in the West, had taken over the parts and service department and henceforth would operate that phase of Gutshall's business.

Said Turner, "In my new spot I'm ready to help operators 'keep 'em playing.' We have a stock of parts and supplies and coupled with that is our 'all out' service. We're ready to serve you and awaiting your calls." To which Boss Jack echoes "Amen."

MUSIC

APMA Elects Officers

CHICAGO — Officers and directors of Automatic Phonograph Manufacturers Association were reelected for the ensuing year at the annual meeting held in Chicago on January 19.

These included J. E. Broyles of The Rudolph Wurlitzer Co., President; D. W. Donohue of Mills Novelty Co. and David C. Rockola of Rock-Ola Manufacturing Corp., Vice Presidents; C. T. McKelvy of J. P. Seeburg Corp., Treasurer; and Robert Gabel of The Gabel Mfg. Co., Director.

The association offices are at 120 South LaSalle Street, Chicago. The Secretary is C. S. Darling, and the Assistant Secretary is F. J. Newman.

New Name: Coinograph

CAMDEN, N. J. — Selected by a jury of industry leaders from hundreds of entries in a contest sponsored by RCA Victor's "Phonographic," a new name has been given the automatic to replace the ill-used "juke box." New name: "Coinograph." Basis of choice: It's short, snappy, has an easy rhythm, fits perfectly the description of the instrument.

Quadruple winners in name-submission, splitting equally the prize of \$150 worth of Victor and Bluebird records, are: C. L. Clinton, Dodge City, Kans.; D. W. Edward, Five Star Amusement Co., Youngstown, O.; Mrs. Otto G. Jensen, Jensen-Jensen Co., Logansport, Ind.; Michael Kingston, American Novelty Co., San Diego, Calif.

Expectation is that the industry will accept Coinograph as official name for the phonograph.

Senate Bill Opposed

SAN FRANCISCO — Declaring that prohibition forces, which found the American public asleep during the last war, are readying a new move to make the nation dry in a "sneak" Senate Bill, No. 21, R. Spencer, secretary-manager of San Francisco's Automatic Music Merchants Assn., Inc., warns of the damage that could be done to phonograph and record industries through enactment of such a measure.

Addressing California's Senior Senator Hiram Johnson, Spencer wrote: "A bill of this type, if enacted, would cause the loss of thousands of dollars to members of this Association, and operators throughout the Nation, and would also deprive the people who patronize these Taverns of the moral stimulus of Music. Your diligence in watching the outcome of this unpatriotic legislation will be appreciated not only by the Phonograph Operators of your District, but from the Nation as well."

Spencer urges vigilance on the part of everyone on this situation.

Wurlitzer Gives Phonos

NORTH TONAWANDA — The Christmas season for men stationed at American Overseas Bases was gladdened when the Rudolph Wurlitzer Co. donated 66 Wurlitzer phonographs. The instruments were all shipped to arrive in time for Christmas.

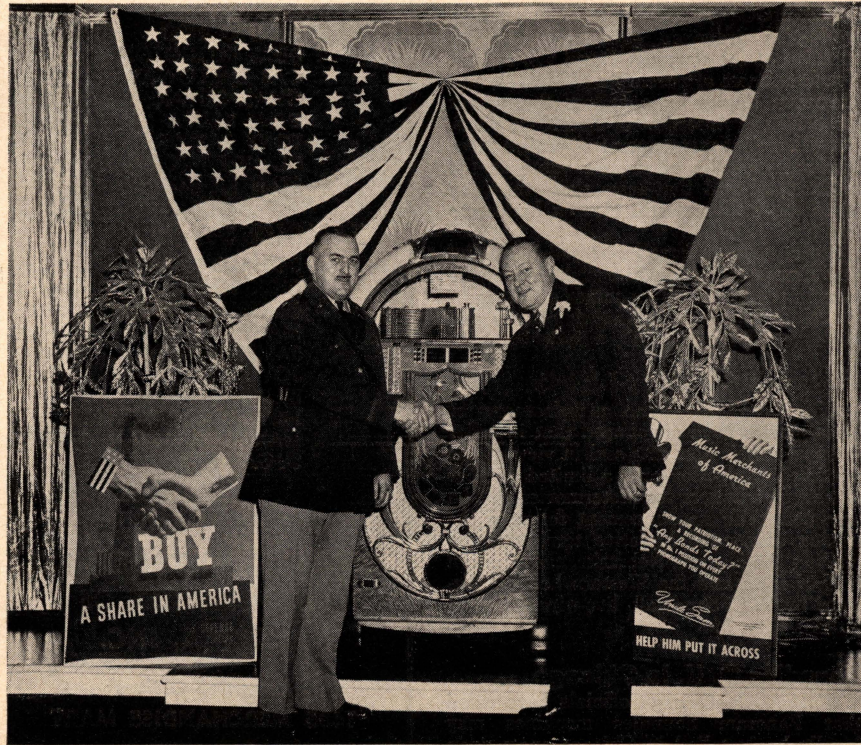
Wurlitzer Vice President, Carl Johnson, received the following letter of appreciation from Brigadier General F. H. Osborn, Chief of the Morale Branch, who supervised the placement of fifty of the 66 donated machines:

It is indeed a great pleasure to accept, for the men of the armed forces in outlying bases, the very generous Christmas present of the Rudolph Wurlitzer Co. This gift of fifty automatic phonographs will contribute substantially to the contentment and well-being of the men serving our country in isolated locations. The personnel at the stations receiving the benefits of your gift will be informed of the name of the donor. I am sure these men will be deeply appreciative."

Commented Johnson: "The Rudolph Wurlitzer Co. considers it a privilege to present the U. S. Army with these instruments. We long ago learned that music is a vital builder of morale. If in the far-flung overseas bases of our armed forces, these Wurlitzers help the boys pass the time when off duty, as hundreds of Wurlitzers are doing in our home bases, we'll be mighty happy."

MEN IN SERVICE

Keep up with activities in the Coin Machine Industry while you are in the Armed Forces. We will accept subscriptions to THE REVIEW at 50c per year provided the magazine is mailed to a military address. Send subscriptions direct to THE REVIEW, 1115 Venice Blvd., Los Angeles, Cal.



Major Austin G. Doyle, U. S. Army Morale Branch, thanks Wurlitzer Assistant General Sales Manager Ernie Petering for the gift of 66 Wurlitzer phonographs.

DECCA
All-Star Records

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FOR
FEBRUARY
1942



How Music Merchants May Protect Earnings Now and Later

By Bill Corcoran

There is no question in my mind that the operator of music equipment who is now enjoying a profitable business due to increased national income should seriously consider ways and means of protecting this income during the post-war period.

Locations producing good revenue now may suffer later on. That is why many farsighted West Coast operators are today installing Buckley Music Systems while this equipment is still available. After all, these operators are merely displaying

sound business judgment. Therefore, I earnestly urge all operators of music equipment to check their various locations and determine the equipment necessary to convert them into profitable Buckley installations. For a short while longer, our West Coast distributors will be able to supply both Buckley Wall Boxes and accessories. However, please place your order as soon as possible. The time of delivery and financing can be arranged by the Buckley distributor in your locality.

Signed,

William Corcoran

Pacific Coast District Sales Manager for

BUCKLEY MUSIC SYSTEMS

Incorporated

1157 POST STREET

SAN FRANCISCO, CALIF.

Phone Graystone 7878

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WESTERN DISTRIBUTORS

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GENERAL MUSIC CO.

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CHARLES A. ROBINSON
1911 West Pico Blvd., Los Angeles

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We've 30 Wire
Cable (Riptex and
Shielded) All Types
of Speakers and

PACKARD

PLA-MOR
REMOTE CONTROL UNITS

Only limited quantities are avail-
able. First Come — First Served
— SO COME IN TODAY!

— NOTICE —
STANLEY TURNER

NOW

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JACK GUTSHALL DISTRIBUTING CO.

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Los Angeles, Calif.



Members of the Wurlitzer field organization in conference in New Orleans.

Wurlitzer Men Convene

NORTH TONAWANDA—Prior to National Wurlitzer Days, Wurlitzer's Coast-to-Coast field organization gathered in New Orleans to hear high Wurlitzer officials speak on the plans and problems facing the industry in 1942.

The group witnessed the unveiling of the Wurlitzer Victory Model 950 and the new Wurlitzer Remote Control Equipment designed for the coming year.

Wurlitzer President Roling, Vice President Johnson and General Sales Manager Hammergren were among the speakers. ♦

"When you fell out of the window did you hurt yourself much?"

"No, I had on my light fall overcoat."

Pate To Coast

CHICAGO—Sherman Pate of Permo Products Corporation, left Chicago February 5th for a business trip through the West which will take him to the Coast. Pate will call upon the various jobbers and distributors handling the famous Permo Point needle for the music trade. ♦

"George is the most pessimistic fellow I know."

"Right. He proposed to a girl once by asking her how she'd like to be his widow."

The Casa Loma - - only on
D E C C A

SERBIAN and CROATIAN

Latest Hit Songs Exclusively on ZORA Records

ZORA RECORD COMPANY

2711 EAST DAVISON AVE.
DETROIT, MICH.
Phone TOWnsend 7-6750

Jimmy Lunceford - - only on
D E C C A

New Tax Ruling

LOS ANGELES—The Collector of Internal Revenue announced February 10th that the recent 5% impost on receipts of night clubs has been extended to cover "any restaurant, cafe, soft drink parlor, cocktail lounge or bar where food is served and where a dance floor is available to patrons and music is supplied by wire or mechanical device."

The collector amplified the ruling by specifically stating "This would indicate that music furnished by automatic phonographs, or radios or by wire through amplifiers now makes the establishment taxable if dancing space is provided."

"Also rendered taxable by the ruling are places where food is served that feature performances or diversions in the way of dancing, acting, declamation or singing, either by professionals, amateurs or patrons, whether with or without music of any kind."

The ruling does not affect those places where the only entertainment is music and there is no dancing and no performance of any kind allowed. ♦

Parr Sees Good In War

LOS ANGELES—While no one likes the war as such, with its losses in life and property, Bud Parr, head of General Music Co. recognizes truth in the old adage, "It's an ill wind that blows nobody good."

Viewed strictly from a coin machine standpoint, Parr declares that makers and sellers of equipment will have rough going for the duration—pointing out that no one is really complaining so long as he knows we're going to win no matter what it takes—but that the same condition will prove a boon for operators.

"Too often we forget that it takes an operator to make the effort of a jobber, distributor or manufacturer worth anything. After all, operators are the backbone of the industry, and they've often been saddled with the need for purchasing new equipment they couldn't afford, in order to keep up with the parade. Even before their older equipment was really obsolete, usually before it was paid for, they had to reinvest, and that meant heavy carrying charges and a reduction in income.

"So the fact that for the duration we'll have no new devices to catch the operator's—or the public's—eye means a chance to pay for all the old ones, clean the books, build up a cash balance for the post-war period, and start off in high gear when victory is complete."

At both the local office, where Parr is in charge, and at the San Francisco office under management of Ernie Brennan, there is a supply of parts adequate to keep present equipment in good operating condition and a reasonable stock of good used equipment, Parr reports. ♦



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INQUIRIES
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WURLITZER DISTRICT MANAGER

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1942

Phonograph Makers Have Double Duty

WASHINGTON, D. C.—“The automatic phonograph manufacturer has a double duty,” according to a statement of the Automatic Phonograph Mfrs. Assn., released in conjunction with an OPM cut in production of automatic phonographs. The statement continues: “He should make available all of the facilities needed for war work and he should apply the remainder to the production of morale.”

“Without ships, tanks, planes and munitions, we cannot win the war, but it is also true that we cannot win it without songs. Automatic phonographs carry inspirational and patriotic songs to the people in 300,000 locations where they gather.”

“Our engineers are skilled in precision work and our plants can be adapted to the production of many items of equipment for both Army and Navy. Many of our facilities are already being used in making signal corps, air corps, and ordnance equipment. We hope to keep our organizations intact during the war for both purposes. We know we shall have the full cooperation of the OPM'S Labor Division so far as it may be necessary in retraining our workers for defense jobs.”

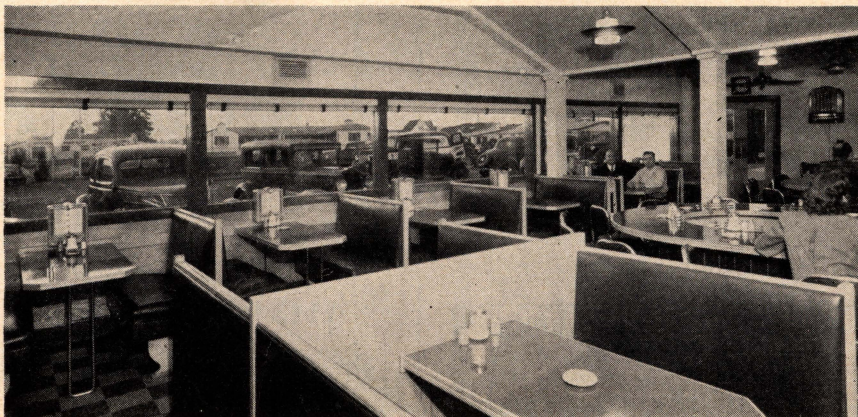
At the same time the Automatic Phonograph Mfrs. Assn. released to the editors of the nation's newspapers the story of music as a morale-builder. Stressed was the

fact that the automatic phonograph is “the poor man's orchestra,” that much of America's singing will be of tunes the singers have heard from this source. Promotion of Bonds in the No. 1 spot on the nation's phonographs was also told, together with the contribution of machines to service men far from home.

APMA's story declared that except for limitations, sale of machines in 1942 would have been from 30 to 40 percent greater than in 1941, indicated that of course there would be no such sales. Average life of an instrument was reported as three or four years—five years with some stretching. Fact that new models eliminate all aluminum and plastics, use but relatively small amounts

of metal which are mostly iron and steel—ratio of employment to consumption of metals today was said to be roughly 800 employees to 1,000 tons a year—likewise was emphasized, together with the fact that it requires less metal to build new machines of the new designs than to keep old machines in operation through manufacture of extra parts.

Story concluded that the phonograph industry is giving its all-out efforts to meet the needs of the nation at war, not the least of which is the entertainment “that relieves the strain of war-days, that lifts the spirit—that will help our people win the war because it helps to KEEP 'EM SINGING!”



Chalk up another one for Mike Sessler, wide awake West Coast Wurlitzer Music Merchant. He has equipped the popular Tiny's Cafe at Vallejo, California with Model 125 Wurlitzer Wall Boxes. These 5, 10, 25c units operate a Model 850 Wurlitzer. Mike says the increase in receipts was amazing.

**Bob Crosby - - - only on
D E C C A**

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

NEW YORK

NEW YORK—With eyes focused on the war abroad, New York was caught napping in a home-front blitz aimed at the pinball trade. The police swooped down on locations like the proverbial locusts. The butt of the cops was mainly the arcades which suffered heavily in what amounted to outright confiscation. However, legal action is pending, and a stand has been taken, with the Savoy Vending Co. of Brooklyn, trying desperately to hold the line. Leonard M. Wallstein, attorney for the pinball people, has assured the operators that he will do his utmost to convince judges and the people that a great injustice has been perpetrated.

One good feature of the fiasco of property rights shown in the New York blitz was the action of the wives of operators, many of whom have been prominent in relief work and civilian defense. Outstanding among these was Mrs. Selma H. Pragnell, wife of the secretary of the Amalgamated Vending. Her letter, published in the World-Telegram of January 20, is an eloquent and moving appeal for justice for pinball operators who have and are doing more than their share to help Uncle Sam. Asks Mrs. Pragnell: "Can these men and their wives carry on for war against dictators when the same ruthlessness and violation of property rights is rampant at home?"

But don't be blue, boys. The last word, states Lou Goldberg of the Amalgamated, has not been said. Likewise from Saul Kalson of the Brooklyn outfit, comes assurance that everything will be done to stop the outrages. Perhaps good news will be forthcoming shortly.

Joe Fishman, who fortunately is now back in the fight for operators' rights, has gone on record with the statement that the unwarranted seizures of machines is the result of location owners failing to heed warnings that were given them. "In the future we must redouble our vigilance and when the Amalgamated tells operators certain things should be done, as is evident now, we know what we're talking about," Fishman said.

In the midst of the meleé, while Uncle Sam strikes out indiscriminately on the home front, it may be opportune to list what operators are doing to help their Uncle. Of the city's roster of airwardens, two hundred are operators, including your reporter who has been doing early morning shifts. In addition, many coin machine distributors have contributed quarters for sector headquarters and other distributors have even supplied free equipment.

Jack Yellen has enlisted in the navy. Add to army recruits who were formerly operators in this territory, Abe Friedman, artillery; Morris Wise, anti-aircraft; Joe Kellner, infantry. The air corps may call on Bob (Gentleman Bob) Hawthorne of DuGrenier and Harold Johnstone, from the phonograph crowd.

The cigarette element has openly expressed its sympathy with what has happened to pinball operation and has promised full cooperation. In view of the fact

that confiscated machines are said to have been melted down for ammunition and no compensation made—it is an angle that may eventually interest all those who operate coin machines of any nature and therefore, united action is not only solicited; it is imperative.

Although each day brings greater uncertainty in the trade, we are glad to report that many coin men remain unruffled. Bill Peek has donned his carnation again; Bill Lichtman has gone back to cigars and Abe Herman is in again with his bad puns.

With priorities sounding the death knell in industries, advocates of the "seconds" in the coin machine trade prove that they were right in the first instance. Bill Sachs of Acme has quietly built up an outfit during the last year that has anticipated the present shortages and now Acme and similar organizations are cashing in.

Coin men have been advised to file all their grievances with their associations and not to act individually. Officials will not deal with isolated cases and will listen only when associations raise their voices. Operators who are meeting with trouble, distributors who find authorities non-cooperative, should contact Saul Kalson, Lou Goldberg, Matthew Forbes and Lee Rubinow.

Are matters going to get better or worse? Harry Rosen of Modern states that those operators who can hold out during the present crisis will find rich rewards when the shooting is over. Similar expressions came from the offices of Manhattan Distributors, the Munves-Rosenberg office; Fitzgibbons; George Ponser and Seaboard Sales.

That all is not lost may be gleaned from the following statement by Judge Aaron A. Levy, anent seizures. Stated the judge: "Respect for property rights should be maintained especially during emergencies, at which time these rights are, perhaps, more threatened than at any other time."

Irving Sherman. ♦

* * *

Lady: "Are you sure these lobsters are fresh?"

Fishmonger: "Madam, they are positively insulting."



Aubrey V. Stemler

Stemler Joins Little Feller

LOS ANGELES — Aubrey V. Stemler, well known in West Coast music circles, has taken over the distribution of the Little Feller Bar Box for the eleven Western States and will make his headquarters in Los Angeles.

Stemler was previously with the Buckley Music Systems in the Pacific Northwest and in taking on the representation on Little Feller said: "I am pleased to announce my association with the manufacturers of this unique miniature bar box and I am looking forward to showing the profit possibilities of the Little Feller to operators in the West."

Stemler left Los Angeles February 4th for his first swing through the Pacific Northwest with his new box. ♦

Record Army Ditty

NEW YORK—Harold Grant's Good Fellows have recorded "Let's Get the Guy Who Blows the Bugle," a patriotic ditty, for Standard records. Also recorded was a vocal version of "Cuckoo Waltz" which proved so popular as an instrumental by Henri Rene and his Musette Orch. on the same label. ♦

* * *

"A fellow insulted me the other day by offering me beer."

"What did you do?"

"Swallowed the insult."

The Ink Spots - - - only on
D E C C A

Woody Herman - - only on
D E C C A

WANTED

ANY LATE MODEL SEEBURGS OR
WURLITZER PHONOGRAPHS
HIGHEST PRICES PAID
WILL BUY ONE OR ONE HUNDRED

FOR QUICK ACTION, WRITE
BOX 390

COIN MACHINE REVIEW

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BUY DEFENSE BONDS — SEE IT THRU IN '42

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FOR
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1942



Frank Navarro placed a large order for new Rock-Ola phonographs with Jean and Dolores Minthorne, Rock-Ola Distributors, which called for a celebration at a prominent Los Angeles night spot.

Minthorne Holds Showing

LOS ANGELES—Showing of the new 1942 Rock-Ola President and Premier models brought a flock of Southern California music operators to the showrooms of Jean J. Minthorne, Rock-Ola distributor, during the week of February 9th.

Frank Navarro led the parade of purchasers by placing an order for a substantial number of machines and stating "War or not I know the tops in phonographs when I see it and Rock-Olas will be put on my best locations this year."

Paul Hirschler of Rainbow Amusement Co., Pasadena, picked the Premier and placed an order for 10 units, joining many other operators in placing an early order and expressing enthusiasm for the new models.

Paul R. Fleming has been appointed auditor at the Minthorne offices, taking over the duties of E. V. Clark who was called into the service.

Prior to the showing the Minthornes enjoyed a combination business and pleasure trip to San Francisco where they were entertained by officials of the Morris Plan. ♦

Root Takes THE Jump

LANCASTER, Cal. — A neatly folded sheet of brown paper picturing a feminine pianist playing "You Made Me Love You" and a gentleman listening to a phonograph's discing of "There'll Be Some Changes Made" carries the declaration that "Now it can be told!"

Then, by way of "Notes to you!" comes the declaration that "Margaret Johan and Frank S. Root invite you to attend their wedding, Sunday, February 8, 1942, 8 p. m., at the Antelope Valley Country Club." The reception which followed was informal.

More than 300 guests attended the wedding and reception and three bartenders just couldn't keep up. A huge buffet supper was consumed almost as soon as it appeared and a hundred pound wedding cake didn't amount to samples for the enthusiastic well-wishers.

The ceremony was performed by Judge Keller who won considerable fame in the industry a short time back when he showed up missing at a church festival where slot machines were in gang operation and the judge was making change . . . until.

At midnight the happy bride and groom slipped away, drove to Los Angeles and spent their wedding night in a secluded spot. Next day they drove to Santa Barbara to round out their honeymoon.

The entire industry wishes the Roots all of the best and may their roots sink deep into the good soil of Lancaster and other parts. ♦

Guy Lombardo - - only on
DECCA

St. Louis Musicmen Take \$3500 in Bonds

ST. LOUIS (RC)—The second defense-bond rally of members of the phonograph operators' fraternity in St. Louis, was held December 16 at the Melbourne Hotel, when 150 well-known operators were guests of five St. Louis distributors at a business meeting, buffet lunch, and series of talks given by prominent civilian defense officials.

Distributors who participated in setting up the meeting were W. B. Novelty Co., Ideal Novelty Co., Olive Novelty Co., John LaBan, and Arrow Novelty Co. The latter gentry supplied five attendance prizes in the form of \$5 defense stamp books, sandwiches, beer and soft drinks.

President John LaBan of the Associated Phonograph Owners of St. Louis presided over the meeting, with Ed Fisher, congenial secretary of the group introducing two speakers. These included John Dee, postoffice executive in charge of bond distribution in St. Louis, and Russell Dearthmont, head of the committee for Civilian Defense of St. Louis, past state senator.

Dearthmont outlined the importance of defense bonds not only as an investment, but as an active weapon in the war, and explained some of the reasons for the government's policy of setting up bond agencies of such various types as banks, postoffices, department stores and even sidewalk offices. He complimented the members on their continuance of "Any Bonds Today" in the top spot on St. Louis phonographs, and called upon Martin Balensiefer of W. B. Novelty Co. to explain what has been accomplished with the Seeburg Victory phonograph now in use in a downtown St. Louis hotel. This setup, whereby a comely girl issues a 25-cent defense stamp for every quarter deposited in the phonograph, was outlined by Balensiefer as a defense-inspired activity in which any phonograph operator can indulge.

Following Dearthmont, who received a rising vote of thanks, Dee outlined the maturity features of defense bonds, and explained the wisdom of setting up arrangements whereby part of employees' salaries can be held back for bonds or stamp purchasing. Several distributors were then called upon to explain what had been done along these lines in their own organizations. All reported 100% cooperation from employees, and pledged continuance of support. Six distributorships, it was discovered, paid all holiday bonuses in the form of bonds.

The surprise feature of the evening was the giving of attendance prizes in defense stamps, won by several operators who had just purchased other stamps or bonds. Dee sold \$3500 in defense bonds within a few moments after ending his talk. The evening wound up with an exhibition of the Mills Panoram, a Baseball Game, Packard Plamor and Seeburg phonographs. Sandwiches and refreshments were served. ♦



Jean Minthorne

announces

ROCK-OLA'S

New 1942

PRESIDENT

Model 1414

— AND —

PREMIER

Model 1413

— Also —

1942 DIAL-A-TUNE

5-10-25c Wall and Bar
Box

We cordially invite the music operators of Southern California to come in and see these new Rock-Ola units. Only a limited number can be delivered so we suggest an early visit.

JEAN J. MINTHORNE

Exclusive Rock-Ola
Southern Calif. Dist.

2920 W. Pico Blvd.
LOS ANGELES, CALIF.
Parkway 1179

COIN
MACHINE
REVIEW

19

FOR
FEBRUARY
1942

RECORDS

Only records suitable for use on automatic phonographs are rated below. Side responsible for rating is listed first in each case.

KEY TO RATING

- 5★ **EXTRA GOOD.** Cream of the crop for the past 30 days. Timely, unique, clever, unusual and definitely above-the-average numbers.
4★ **VERY GOOD.** Possessing universal appeal. Suitable for any type of location.
3★ **GOOD.** Suitable for rounding out balanced

programs. Numbers fading in popularity.

ABBREVIATIONS

Initials preceding record numbers indicate labels, thusly: B—Bluebird; C—Columbia; D—Decca; O—Okeh and V—Victor.
FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; HB—Hillbilly.

★★★★★ 5 STAR

- B-11414 Carson Robison
WE'RE GONNA HAVE TO SLAP THE DIRTY
LITTLE JAY (V)
REMEMBER PEARL HARBOR (V)
B-11415 Carson Robison
I'M IN THE ARMY NOW (V)
GET YOUR GUN AND COME ALONG (V)
C-36511 Kate Smith
AMERICA, I LOVE YOU (V)
THE STAR SPANGLED BANNER (V)
D-4102 Jimmy Dorsey
I SAID NO (FT VC)
THIS IS NO LAUGHING MATTER (FT VC)

★★★★ 4 STAR

- B-11431 Four King Sisters
'TIS AUTUMN (V)
ARTHUR MURRAY TAUGHT ME DANCING IN A
HURRY (V)
B-11436 Dinah Shore
BLUES IN THE NIGHT (V)
SOMETIMES (V)
B-11423 Dinah Shore
I DON'T WANT TO WALK WITHOUT YOU (V)
FOOLED (V)
B-11418 Art Kassel
THE BIGGEST ASPIDASTRA IN THE WORLD
(FT VC)
NO NEED TO BE SORRY (FT VC)

- B-11419 Erskine Hawkins
I LOVE YOU TRULY (FT VC)
BLUE SEA (FT)
B-11420 Alvino Rey—Four King Sisters
HOW DO YOU FALL IN LOVE (V)
SING YOUR WORRIES AWAY (FT V)
B-11421 Tony Pastor
DOIN' THE RATAMACUE (FT VC)
FLAG WAYER (FT)
B-11409 Freddy Martin
POPOCATEPETL (FT VC)
I'LL NEVER FORGET (FT VC)
B-11412 Teddy Powell
GOOD-BYE MAMA (FT VC)
KICKIN' THE CONGA AROUND (FT VC)
B-11413 Dinah Shore
EV'RYTHING I LOVE (V)
HAPPY IN LOVE (V)
C-36500 Harry James
BLUES IN THE NIGHT (FT)
ALL FOR LOVE (FT VC)
C-36496 Xavier Cugat
MARCHING ALONG TOGETHER (ZAMBA VC)
VIVA ROOSEVELT! (CONGA VC)
C-36498 Kate Smith
THEY STARTED SOMETHIN' (V)
WE'RE ALL AMERICANS (V)
C-36489 Kate Smith
ON THE STREET OF REGRET (V)
DEAR MOM (V)
C-36479 Ray Noble
BY THE LIGHT OF THE SILV'RY MOON (FT VC)
WHILE MY LADY SLEEPS (FT VC)
D-4137 Bob Crosby
IT WAS ONLY A DREAM (FT VC)
TAKE IT EASY (FT)
D-4122 Jimmy Dorsey
ARTHUR MURRAY TAUGHT ME DANCING IN A
HURRY (FT VC)
NOT MINE (FT VC)

Andrews Sisters - - only on DECCA

- D-4123 Jimmy Dorsey
EV'RYTHING I LOVE (FT VC)
TANGERINE (FT VC)
D-4115 Johnny Long
DEAR ARABELLA (FT VC)
HE'S I-A IN THE ARMY AND HE'S A-I IN MY
HEART (FT VC)
D-4105 Guy Lombardo
WAIT 'TILL THE SUN SHINES, NELLIE (FT VC)
CANCEL THE FLOWERS (FT VC)
O-6555 Charlie Spivak
REMEMBER PEARL HARBOR (FT VC)
DEAR MOM (FT VC)
V-27746 Artie Shaw
SOMEONE'S ROCKING MY DREAMBOAT (FT VC)
I DON'T WANT TO WALK WITHOUT YOU (FT VC)
V-27739 Nan Wynn
THEY DIDN'T BELIEVE ME (V)
I SAID NO! (V)

★★★ 3 STAR

- B-11433 Vaughn Monroe
TICA TI—TICA TA (FT VC)
TANGERINE (FT V)
B-11434 Abe Lyman
MANDY IS TWO (FT VC)
I'LL ALWAYS REMEMBER (FT VC)
B-8910 Bill Boyd
TELL ME WHY MY DADDY DON'T COME HOME
(FT HB)
THE LETTER I NEVER DID MAIL (HB V)
B-11424 Shep Fields
SOMEONE'S ROCKING MY DREAMBOAT (FT VC)
THE LOST CHORD (FT VC)
B-11425 "Fats" Waller
CASH FOR YOUR TRASH (FT VC)
THAT GETS IT, MR. JOE (FT VC)
(See 3★ RECORDS, Page 22)

COIN
MACHINE
REVIEW

20

FOR
FEBRUARY
1942

Jimmy Dorsey - - - only on DECCA



WE'RE PROUD OF THIS RECORD!

Permo Points have enjoyed unquestionable and uninterrupted leadership for 13 years.

The
Only
Needle

- ever used by all coin phonograph manufacturers as initial equipment.
- ever sold by distributors of all record companies.
- ever used by all operators.
- ever to give perfect service and satisfaction.

They are Kind to Your Records • Over 2,000 Perfect Plays

At Your { **DECCA**
RCA VICTOR } RECORD DISTRIBUTORS ...
COLUMBIA }

*The World's Oldest and Largest Manufacturers of
Long Life Phonograph Needles*

PERMO PRODUCTS CORP.

... 6415 RAVENSWOOD AVENUE, CHICAGO, ILL., U. S. A. ...



Immediate RECORD SERVICE

Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

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Eastern Company
620 Memorial Dr., Cambridge

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Krich-Radisco, Inc.
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460 West 34th Street

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202 S. Pulaski St., Baltimore, Md.

It Pays to Use
VICTOR and
BLUEBIRD
RECORDS



Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

TOMMY DORSEY

ABBOTT & COSTELLO

WAYNE KING

DINAH SHORE

SAMMY KAYE

GLENN MILLER

LANNY ROSS

23 VICTOR and BLUEBIRD ARTISTS

voted **"KINGPINS"** in the

"MOTION PICTURE DAILY" POLL for 1941

COIN
MACHINE
REVIEW

21
FOR
FEBRUARY
1942

Get 'em in your coinograph and score
top profits every time

YES SIR, the returns are in from the famous *Motion Picture Daily 1941* radio popularity poll. 600 Radio Editors, reflecting the opinion of nickel-droppers throughout the nation, cast their ballots. And the results show Victor and Bluebird artists winning 23 of the most coveted awards!

Dinah Shore...top songstress; Glenn Miller and Tommy Dorsey...number one and number two among the swingsters; Wayne King and Sammy Kaye right up there, too, in the "sweet" division. And so on right down the line, Victor and Bluebird hit-makers walked

off again and again with top honors.

Here is proof that not only the world's *greatest* artists, but also the *most popular* artists are on Victor and Bluebird Records. They're the ones the fans will pay to *play*.

Remember, too, there are more plays per day and more plays per *record* with Victor and Bluebird Records. Their long-wearing quality keeps them playing the best music *at its best*, longer!

Keep your coinograph primed with Victor and Bluebird discs all through '42. Start right now.

Pick a program from the list below and watch 'em shoot the nickels in.

Remember
Pearl Harbor!
BUY
U.S. DEFENSE
BONDS

VICTOR RECORDS

SAMMY KAYE

27757 Seeing You Again Did Me No Good*
Somebody Else is Taking My Place*

TOMMY DORSEY

27749 Winter Weather* How About You?*

WAYNE KING

27741 The Anniversary Waltz—Waltz
Sailboat in the Sky*—Waltz

*Vocal Refrain

BLUEBIRD RECORDS

GLENN MILLER

B-11438 When the Roses Bloom Again*
Always in My Heart*

DINAH SHORE

B-11436 Blues in the Night—Vocadance
Sometimes—Vocadance

TONY PASTOR

B-11435 Absent Minded Moon* The Lamp of Memory*

Bluebird Hit of the Month
FREDDY MARTIN

B-11430 Grieg Piano Concerto Serenade for Strings—Waltz

More plays per day with



VICTOR and BLUEBIRD RECORDS

RCA Manufacturing Company, Inc., Camden, New Jersey • A Service of the Radio Corporation of America

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

*Get in
the Money
with Music's Big
Money-
makers*

LEO J. MEYBERG CO.

VICTOR



RECORDS

LEADING THE "HIT PARADE"

VICTOR
27738—Remember
Pearl Harbor
Sammy Kaye
27508—This Love Of
Mine
Tommy Dorsey
27704—White Cliffs of
Dover
Sammy Kaye
27609—Blues in The
Night
Artie Shaw

BLUEBIRD
11397—White Cliffs of
Dover
Glenn Miller
11382—Day Dreaming
Glenn Miller
11391—I Said No
King Sisters
11401—Moonlight
Cocktail
Glenn Miller

**LOS ANGELES . . . 2027 South Figueroa
SAN FRANCISCO . . . 70 Tenth Street**

3★ RECORDS

(Continued from Page 20)

B-11426 Freddy Martin
FUN TO BE FREE (FT VC)
I REMEMBER YOU (FT VC)
B-11428 Bob Chester
SAILBOAT IN THE SKY (W VC)
NO GOOD (FT VC)
B-8900 Bill Boyd
OVER THE WAVES WALTZ (HB)
HOME COMING WALTZ (HB)
B-11407 Mitchell Ayres
I OPENED UP A TRUNK (FT VC)
THE BOY WITH THE WISTFUL EYES (FT VC)
B-11408 Four Tones—Eddie Beal Trio
GOODNIGHT BABY, GOODNIGHT (FT V)
SOMEONE'S ROCKING MY DREAMBOAT (FT V)
B-11410 Abe Lyman
LET'S PUT THE AXE TO THE AXIS (FT VC)
BABY BOOGIE (VC)
B-11411 Vaughn Monroe
ON THE STREET OF REGRET (W VC)
SOMETIMES (FT VC)
B-8894 Tennessee Ramblers
YOU CERTAINLY SAID IT (FT INSTR)
NEW "RED SILVER VALLEY" (FT V)
C-36501 Eddy Duchin
HOW ABOUT YOU (FT VC)
SOMETIMES (FT VC)
C-36495 Kay Kayser
THE TRAIN SONG (FT VC)
IT HAPPENED IN HAWAII (FT VC)
C-36487 Harry James
JUGHEAD (FT)
J. P. DOOLEY III (FT VC)
C-36488 Xavier Cugat
I SAID NO (RUMBA VC)
EV'RYTHING I LOVE (BEGUINE VC)
C-36477 Claude Thornhill
I SAID NO (FT VC)
WE'RE THE COUPLE IN THE CASTLE (FT VC)
D-4132 Jimmy Dorsey
IF YOU BUILD A BETTER MOUSETRAP (FT VC)
I REMEMBER YOU (FT VC)
D-4135 Woody Herman
I'LL REMEMBER APRIL (FT VC)
I THINK OF YOU (FT VC)
D-6012 Cliff Bruner
I'LL BE FAITHFUL (V OT)
RED RIVER ROSE (V OT)
D-4125 Jimmie Lunceford
BLUES IN THE NIGHT PART 1 (FT V)
BLUES IN THE NIGHT PART 2 (FT V)
D-6009 Jimmie Davis
I WISH I HAD A SWEETHEART (V OT)
TEARS ON MY PILLOW (V OT)
D-4112 The Ink Spots
IT'S A SIN TO TELL A LIE (V)
IS IT A SIN? (V)

D-4113 Woody Herman
SOMEONE'S ROCKING MY DREAMBOAT (FT VC)
ROSE O'DAY (FT VC)
D-4114 Glen Gray
MOONLIGHT COCKTAIL (FT)
AUTUMN NOCTURNE (FT)
D-6006 Jimmie Davis
SWEETHEART OF THE VALLEY (V OT)
I'M THINKING TONIGHT OF MY BLUE EYES
(V OT)
D-4104 Guy Lombardo
I DON'T WANT TO WALK WITHOUT YOU
(FT VC)
MADELAINE (FT VC)
O-6545 Frankie Masters
THE SUN WILL SOON BE SETTING (FT VC)
GOODBYE MAMA, I'M OFF TO YOKOHAMA
(FT VC)
O-6562 Benny Goodman
SOMEbody NObody LOVES (FT VC)
LET'S GIVE LOVE A CHANCE (FT VC)
O-6563 Gene Krupa
BALL OF FIRE (FT)
ALL THROUGH THE NIGHT (FT VC)
O-6553 Benny Goodman
BLUES IN THE NIGHT (FT VC)
WHERE OR WHEN (FT VC)
O-6554 Tommy Tucker
I DON'T WANT TO WALK WITHOUT YOU (FT VC)
LET'S SAY GOODNIGHT WITH A DANCE (FT VC)
O-6544 Benny Goodman
CLARINET A LA KING (FT)
HOW LONG HAS THIS BEEN GOING ON?
(FT VC)
O-6547 Cab Calloway
NAIN NAIN (FT VC)
TAPPIN' OFF (FT)
O-6534 Benny Goodman
SOMEONE'S ROCKING MY DREAM BOAT (FT VC)
YOU DON'T KNOW WHAT LOVE IS (FT VC)
O-6535 Dick Jurgens
HOW ABOUT YOU (FT VC)
I'LL NEVER FORGET (FT VC)
O-6536 Frankie Masters
THE MAGIC OF MAGNOLIAS (FT VC)
WOULD IT MAKE ANY DIFFERENCE TO YOU?
(FT VC)
V-27757 Sammy Kaye
SOMEbody ELSE IS TAKING MY PLACE (FT VC)
SEEING YOU AGAIN DID ME NO GOOD (FT VC)
V-27749 Tommy Dorsey
HOW ABOUT YOU? (FT VC)
WINTER WEATHER (FT VC)
V-27750 Sammy Kaye
ON THE STREET OF REGRET (W VC)
PRETTY LITTLE BUSY-BODY (FT VC)
V-27747 Skinny Ennis
YOU ARE THE LYRICS (FT VC)
I FOUND YOU IN THE RAIN (FT VC)
V-27748 Tito Guizar
EV'RYTHING I LOVE (V)
MADELAINE (V)
V-27741 Wayne King
SAILBOAT IN THE SKY (W VC)
THE ANNIVERSARY WALTZ (W)

Ingenuity Amazes Parsons

NEW YORK—On business here, F. H. Parsons, executive vice-president of Buckley Music System, Inc., Chicago, expressed amazement at the ingenuity displayed by the automatic music trade in this area which he feels is making automatic music so outstanding and gaining maximum acceptance.

Parsons commented on remote installations and every type of automatic music in operation "everywhere," with patrons apparently familiar with every type of equipment. Ingenuity of operators in placing auxiliary speakers to bring out the best in tone, with use of the finest speakers and most handsome baffles, also received comment as a mark of having done "everything possible for the locations."

Bond for a Name

NEW YORK—Add to the list of contests offering Defense Bond prizes: Henri Rene, whose Musette Orchestra records for Standard Phone Co., will award a Bond and an album of his discs to the operator or fan who suggests a new tag-line for the band. Sought is a phrase like "Swing and Sway with Sammy Kaye," or "Tommy Dorsey—That Sentimental Gentleman of Swing."

NEW RELEASES

ON
Standard
RECORDS

**T-2029 Jeanie Polka
Happy Hunter
—Polka**

Walt Leopold and his Orch.

**T-2037 Three Decker
Happy Country
Girl**

Bernie Wyte, Clarinet, and his Orch.

**T-2040 Take Me Home
Dopey Dwarfs**

Henri Rene Musette Orch.

**T-2043 Halli-Halli-Hallo
The Wishing
Well**

"The Good-Fellows" with
Harold Grant's Orch.

**T-2044 Let's Sing
Together
Times Square**

Henri Rene Musette Orch.

ORDER FROM YOUR LOCAL JOBBER

STANDARD PHONO CO.

168 W. 23RD STREET
NEW YORK, N. Y.

1 TO 12, 25CEA. - 13 TO 99, 23C EA. - 100 UP, 20C EA.

*Sell good music
It costs no more!
Miracle Point Needles*

M. A. GERETT CORP. 2947 NO. 30 ST. MILWAUKEE, WIS.

Bing Crosby - - - only on

D E C C A

COIN
MACHINE
REVIEW

22
FOR
FEBRUARY
1942

My Hobby Is

FLYING

By Clifton Bryant, Kansas City, Mo.

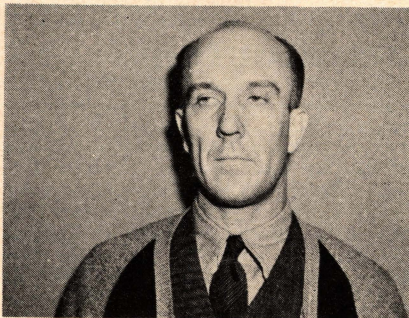
(Editor's note—When this feature was prepared in mid-December the plane Bryant speaks about lay wrecked in a Nebraska cornfield. Fortunately Cliff was not in it at the time it cracked-up and his loss is covered by insurance. His two fellow club members who were in it at the time of the crash are now in the hospital recovering. They took off from Lincoln, Nebr., in a fog so heavy that all commercial aviation had been grounded in the area. With visibility zero they crashed in a cornfield and had to walk several miles before finding help. Cliff intends to continue flying.)

Like most other operators and men in the Coin Machine Business, I like something mechanical. Until recently I spent a lot of time outside taking care of my locations, but as my work has become more and more inside in nature I felt the need to do something that would take me out-of-doors and keep my hands on a machine.

That's why I chose flying. I've always been very fond of sports and there is all the thrill of sports in flying, too. To me the most enjoyable part of this hobby is the feeling of power. Particularly on the take-off it throbs right into you as it lifts you up into space and there's no other experience quite like it.

Sometimes you can get this power-feeling in a fast car or motorboat, but not to the same extent that you do in taking a plane off the ground. Then, flying doesn't require as much time as many other hobbies and you can enjoy it the year around.

I usually fly evenings and on Sunday. It all started out when a bunch of us at Central decided to join the Jaycee (Junior Chamber of Commerce) Flying Club. As is usual, the idea appealed to a large num-



Clifton Bryant

ber of us at first, but by the time we were ready to buy a plane there were eight of us left in the club and our plane cost us about \$240 a piece. It now costs us \$1.65 an hour to operate the plane and we get in about 10 hours of flying time a month each.

At the end of 1941 I had about 150 hours time and was ready to take my private pilot's license. When you take into consideration that instruction only cost us \$1.00 an hour you can understand that flying is a lot less expensive than it was in the old days.

Next to the thrill of pushing the throttle in on the take-off, I like air-maneuvers best. Landing is not nearly the thrill it was in the beginning but spins, power-dives and take-offs send your blood tingling every time.

Now, don't get an idea from this that I would like war or combat flying. Frankly, there is nothing that I would like less. In fact, I'm sure that the more I learn about flying the less I will desire to add my hazards to it. And most other people I know, who fly, seem to feel the same way about it.

I particularly like flying because there's more of what you might call "feel" to it. You take off and you get up there and every thing changes. You get an immediate change of perspective. First the horizons become much wider and everything looks different from the air.

For instance, the first time I flew back over my hometown, I didn't recognize it. Although we were only 1,000 feet up, I had to look close on the way back to see it. It seemed much smaller from the air and although we were only going 85 or 90 miles an hour I had a very difficult time picking out things I remembered on the ground.

That's one of the first things you learn about flying, to look quick for the things you want to see, even at low altitudes. I never intend to use flying for anything but recreation, that's why I took it up in March of 1940 and why I've stayed with it—that and the fact that I now get much more pleasure and understanding out of newsreels and newspaper accounts on subjects concerning aviation. ♦

Coin Machines Then and There—

A coin machine of sorts was in popular use in Florence, Italy, about 1500 A.D., to sell rose water in small earthen jugs. A copper coin delivered an odd-sized weight which when deposited in the proper slot opened a door long enough to draw out a bottle. If you didn't grab your bottle fast enough you were out of luck unless you kept the door open by force. * * *

Bread is supposed to have been sold on the streets of Babylon by means of coin machines as early as 450 B.C. These machines were made of wood and brick and all the machines in the city stood together under the eye of a municipal official. * * *

A coin machine for those who liked to try their luck was set up in the market place of Nuremburg, Germany, in 1614 by Johan Winck. The player dropped a small coin into a designated slot and a door opened, awarding him either a smaller coin, a larger coin, a belt buckle, a meat pie, or a scarf. * * *

Two hundred odd coin machines existed in France about 1730. All were government owned and operated. Principally these distributed two-leaf bulletins of the week's news, though others sold hard cakes, honey drops or water for horses.



One of the surprise highlights of the Packard Christmas party was a double wedding. Buddy Drollinger, Packard service manager, was married to Dorothy Phillips (first and second from left) and Dorman McShan, Packard engineer, married Juanita Sheffer (fourth and fifth from left). McShan was inducted into the U. S. Army December 31st.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

NEW DISTRIBUTOR WANTS EXPERIENCED MUSIC MECHANIC

Must have thorough knowledge of all music equipment. Send references, salary expected and qualifications. All replies confidential.

BOX 385
COIN MACHINE REVIEW
1115 Venice Blvd. Los Angeles, Calif.

COIN
MACHINE
REVIEW

23
FOR
FEBRUARY
1942

WE WILL BUY,—

BALLY FREE PLAYS
Sport Specials, Record Times, Blue Grass,
Dark Horse, Trophy Clubs and "41" Derbys.

BALLY PAYOUTS
Grand Nationals, Santa Anitas, Jockey
Clubs, Turf Kings, Long Shots, Sport Kings,
Pace Makers.

EVANS JACKPOT MODELS
Bangtails, Galloping Dominoes, Evans Pacers,
Keeney's Super Track-Times, Fortunes and
Air-Raiders.

We will also buy complete good condition "Free Play" 5 ball Games 1941 models such as
School-Days, Sparky, Silver Skates, etc., etc. What have you? Give full description and
prices, rush via air-mail.

WE WILL SELL,—

2 (in original crates) New Keeney F.P. & P.O. Comb.) Super Bells\$240.00 Ea.
3 Baker's Pacers, Daily Double and 30-to-1 (like new)..... 199.50 Ea.
3 Evans Lucky Lucres (fine con.) 199.50 Ea.
1 Mills Spinning Reel (like new) 100.00
3 Bally Free Play "Gold Cups" 34.50 Ea.
3 Mills 5c Q.T.s..... 37.50 Ea.
1 Bally 5c Reliance Dice..... 25.00
All are very clean and in first-class condition. 1/3 Deposit, Balance C.O.D.

THE R. F. VOGT DISTRIBUTORS

MILNER HOTEL BLDG.

SALT LAKE CITY, UTAH

PHILADELPHIA

PHILADELPHIA (RC)—Operators have taken the curtailment of machine production in the same patriotic manner as all citizens have accepted the restriction of other materials essential to war production. The slogan of members of both local associations has been "If It's For Defense Then We Are For It" and have supported every effort to use music machines and amusement games for promotion of Bond Purchases and other programs requested by the local defense boards.

The Phonograph Operators Association of Eastern Pennsylvania and the Amusement Machine Operators Association have made important executive changes for the New Year. Activity of the groups during the next annum will be similar, however, to the programs inaugurated during the terms of the retiring officers. This is regarded as a tribute to the excellent precedents established by these men who are relinquishing their posts in order to enable other members to carry the burden of leadership.

The Phonograph Operators Association also promised an increased activity to gain public recognition as the outstanding trade organization in the country by securing an organizational expert to handle their business affairs and to work on problems with their officers. Jack Cade, well known to local Phonograph Operators and former manager of the office of Penn Coin-O-Matic Co., local Wurlitzer distributor, was the man selected.

Cade assumed the duties of business manager on February 2 and received numerous telegrams and messages of congratulations from his friends and associates. He was introduced to the membership at a special dinner-meeting held at the swanky Club Bali on Thursday evening, January 26. At that time he promised them that he would strive to do work that would assist and promote the industry in this territory.

The Phonograph Operators Association held an election early in January which saw William King elevated to the Presidency. Other changes will be listed in the next issue of the REVIEW.

Miss Edna Gallagher, who has worked in the music group's office since it was first opened with Frank Hammond as business manager, will retire from her duties early in February. She will continue to be on call for work when needed.

An election of officers was held at a meeting of the Amusement Machine Opera-

tors Association and the following were elected for 1942: William "Big Bill" Rodstein, President; Sam Stern, Vice President; Robert Stein, treasurer; and Jack Brandt, secretary; while Joseph Silverman was given the new post of recording secretary.

Martin Mitnick, who had held the prexy's chair for almost a decade, retired due to his desire for a rest and was given the unanimous thanks of the entire membership for his capable leadership during the organization's most difficult and trying years. Sam Pinkowitz who also was replaced as an executive officer of many years, followed Mitnick in handing over the duties of vice-president to a man who had not previously held an executive post in the group. Robert Stein replaced "Bill" Rodstein who was moved into the president's post.

Many operators are selling Raymond Rosen & Co. their old, cracked or broken records which the RCA-Victor distributor is purchasing in any quantity. The campaign to collect old records, which are not "laminated" or paper-centered, will continue for several weeks, according to Paul Knowles, record department manager.

Harry Bortnick. ♦

Harm in Pin Games? No!

NEW YORK—"Inquiring Photographer" Jimmy Jemail (NY Daily News), stood at 4th Ave. and 67th St. in Brooklyn asking, "Do you see any harm in pinball machines?" With a total of six passers asked, the industry batted 1,000, drawing six noes from student, wife, postman, service station attendant, tobacco dealer and Navy Yard worker.

Comments, coupled with the "No harm" answer, stressed value of games in creating a social gathering, skill, fascination and suitability for indoor fun, attraction of people into stores where they make purchases. One man pointed out that betting on the races is permitted, and "that's worse than spending a few nickels on games"; another, that drinking or night club visits would cost him a lot more. ♦

Observatory Attack Feared

LOS ANGELES—Coin operated telescopes on the grounds of Griffith Park Observatory, here, ought to be removed, thinks one Angeleno. Theory is that from the air they give appearance of fortification and might draw bombs from enemy planes, resulting in destruction of the observatory itself. Suggestion is being considered by the local Park Commission. ♦



That sparkling, friendly greeting from O. D. Jennings & Co. is the voice of Mary Murray, shown on duty at the switchboard and information desk.

Richarme Well Stocked

LONG BEACH—One of the finest assortments of new and used marble tables to be found in the West is at the Long Beach Coin Machine Co. where Joe Richarme holds forth caring for the needs of the amusement table operators of Southern California.

"New tables are becoming increasingly difficult to obtain," declared Joe, "and many of our factories are now limiting our purchases to only a few of the current models. However we hope to be able to take care of the needs of all our regular customers and our used department has been enlarged to the point where an operator can get almost any type of machine he needs at a figure that represents a real saving." ♦

Permo Pointers End Year

CHICAGO—Permo Pointers, the newsy, bimonthly bulletin of and for coin phonograph operators, published by Permo Products, has rounded out its first year of publication with the holiday issue.

In pleasing contrast to preceding issues, the holiday issue was printed in gay traditional Christmas colors and was most attractive in appearance. Credit for the success of Permo Pointers goes to E. C. (Gene) Steffens, Vice Pres, and Mgr. Permo Point Division. Permo Pointers is mailed without charge to over 7500 coin phonograph operators, servicemen, and distributors.

In the December issue, in mentioning its distribution of Permo Point book matches, it states, "It's easy to get a Permo Point Match, but impossible to get a match for Permo Point." ♦

An astronomer is a man who looks at the moon when he is not in love. A lover is a man who looks at the moon when he is not an astronomer. ♦

"What do elks have that other animals don't have?"

"Well, what?"

"Parades." ♦

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COIN
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FOR
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SLOT MACHINES REPAIRED

Have your machines adjusted, tightened, cleaned, and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Avenue, Glendale, Calif. Phone: Citrus 1-1093. (SS-C)

WANTED

Watling Fortune Scales. Pay Cash. State condition, prices, etc. Would buy route. Write us now. SCALE SERVICE CO., Marion, Indiana. (9-42-P)

ATTENTION Phonograph Operators USED RECORDS

I will pay spot cash for all your used records in lots of 200 or more. 1941 Standard type only.

1941 USED RECORDS ACCEPTED FOR 6c EACH

SHIP YOUR RECORDS. Any quantity of 200 or more by MOTOTRUCK, CHEAPEST ROUTE. C.O.D. I WILL PAY THE MOTOTRUCK TRANSPORTATION CHARGE AND ALSO PAY YOU 6c each for all your used records you ship to me in good condition, must not be scratched and guaranteed against breakage.

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VICTOR COLUMBIA VOCALION
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DECCA VARSITY STANDARD

IMPORTANT: Send me a post card or letter stating number of records in your shipment and mark your shipment and instructions to the Mototransport Company to accept check for any amount made payable to shipper and permission is granted to inspect records against breakage and scratched records immediately after inspection and records are found in good order check will be issued for whatever amount is due. Unless you accept these conditions you must not ship.

SHIP ALL USED RECORDS TO

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SLOT MACHINES REPAIRED

Machines adjusted, tightened, cleaned and greased. Defective parts replaced. Repairs made on location. Stags a specialty. We call and deliver. COIN MACHINE SERVICE, 342 West Cerritos Ave., Glendale, Calif. Telephone Citrus 3-3721. (TF-C)

WANT TO BUY

Used Phonographs, Guns, Arcade Equipment, Phonograph Records. Cash or will trade. TROJAN NOVELTY CO., 1813 West Pico, Los Angeles, Calif. (S-C)

BARGAINS, NEW AND USED

Vendors, Parts and Supplies. Portion Card and Labels Free. U. S. VENDING MACHINE & SUPPLY CO., 1020 Golden Gate Ave., San Francisco, Calif. (10-42-P)

WANT TO BUY

Used Phonographs of all models. Top prices paid and immediate cash. GENERAL MUSIC CO., 2277 W. Pico Blvd., Los Angeles, Calif. (DJF-C)

FOR SALE

10 Snacks, with stands, like new, \$10.00 each; 10 Northwestern, penny-nickel, black porcelain, A-1 condition, \$6.00 each; 30 Vendex Peanut, all O.K., \$1.50 each; 10 Race Horse Peanut, nearly new, \$4.00 each; 10 Radio Vendors, reconditioned, \$1.50 each; 20 Magnas, all good peanut machines, \$4.00 each. One-third with order, balance C.O.D. J. C. CLEM, 323 N. 16th Ave., Phoenix, Arizona. (DJF-P)

WILL BUY FOR CASH

Also now selling: Sky Fighter, Air Raider, Defender, Rapid Fire, Shoot the 'Chute, Western Baseball, World Series, Hockey, Basketball and all others of this type. Good deals either way. SEABOARD SALES, 619 10th Ave., New York City. (DJF-C)

SPECIAL

We have monthly bargains in reconditioned merchandise machines and counter games. Send for free list. Get on our mailing list. CAMEO VENDING, 432 West 42nd, New York City. (JFM-C)

FOR SALE

Converted Marvels—Tax Free, \$32.50. Paces Races, brown walnut, jackpot, like new, \$249.50. Bargain list free. COLEMAN NOVELTY, Rockford Ill. (JFM-P)

FOR SALE

ARCOR 5c bar vendors, peanut, ball gum, candy bar, hot popcorn vendors. \$2.00 up. Real bargains. NORTHSIDE SALES CO. Indianola, Iowa. (JFM-P)

FOR SALE

1c Master Vendors with 1500 balls of new process numbered gum, complete—\$10.00, tax free. RED LINE VENDING CO., New Hampton, Iowa. (FMA-P)

WANT TO BUY

A route of Music Machines. List machines, give condition and best price in first letter. Reply to Box 395, Coin Machine Review, 1115 Venice Blvd., Los Angeles, Calif. (F-C)

FOR SALE

Large stock Maintenance parts, rebuilt slots, consoles. Watling 5c six coin Brownie, \$79.50. Bargain list Free. COLEMAN NOVELTY, Rockford, Illinois. (FMA-P)

I WANT TO BUY

Keeney Super Track Times, Mills Bonus. CHARLES PITTLE, New Bedford, Mass. (FMA-C)

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WILL BUY FOR CASH

or trade the following: Chicken Sams, Air Raiders, Sky Battles, Sky Fighters, Defense Guns, Drive Mobile, Night Bombers, Ace Bombers, Mutoscope Punching Bags, Bating Practice, free play Western Baseball, Texas Leaguer, Submarine Guns, Rapid Fires, Shoot the Shoots, Seeburg Jail Guns. Call, wire, at our expense. SOUTHWESTERN VENDING MACHINE CO., 2833 West Pico, Los Angeles, Calif. ROchester 1421. (F-C)

WANT FOR CASH

All late model Phonographs. Write, state your lowest price for immediate cash. Reply to Box 400, Coin Machine Review, 1115 Venice Blvd., Los Angeles, Calif. (F-C)

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FEBRUARY, 1942

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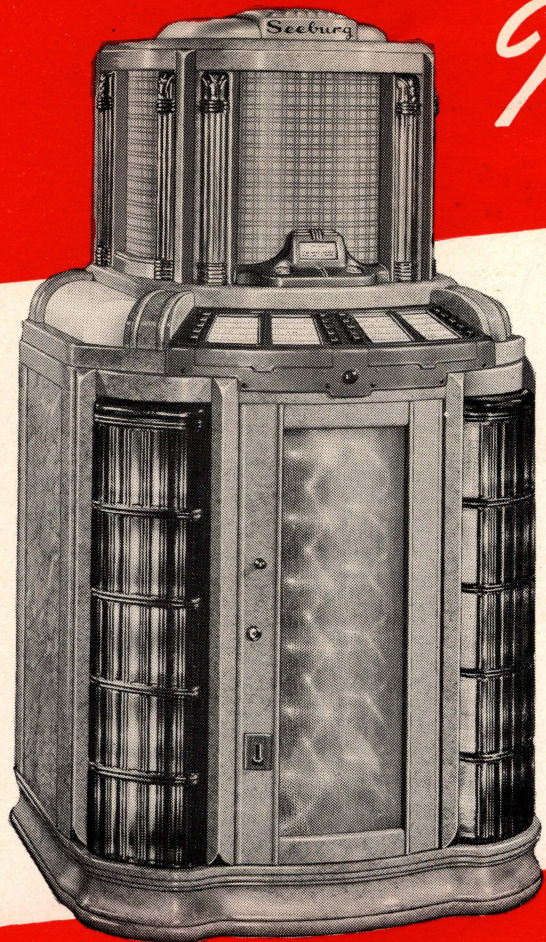
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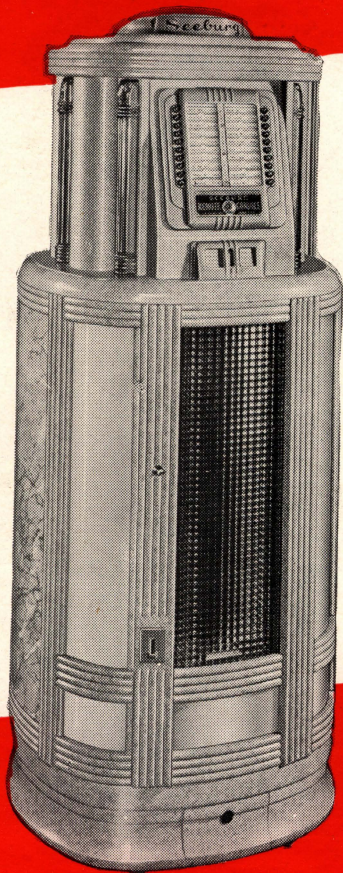
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